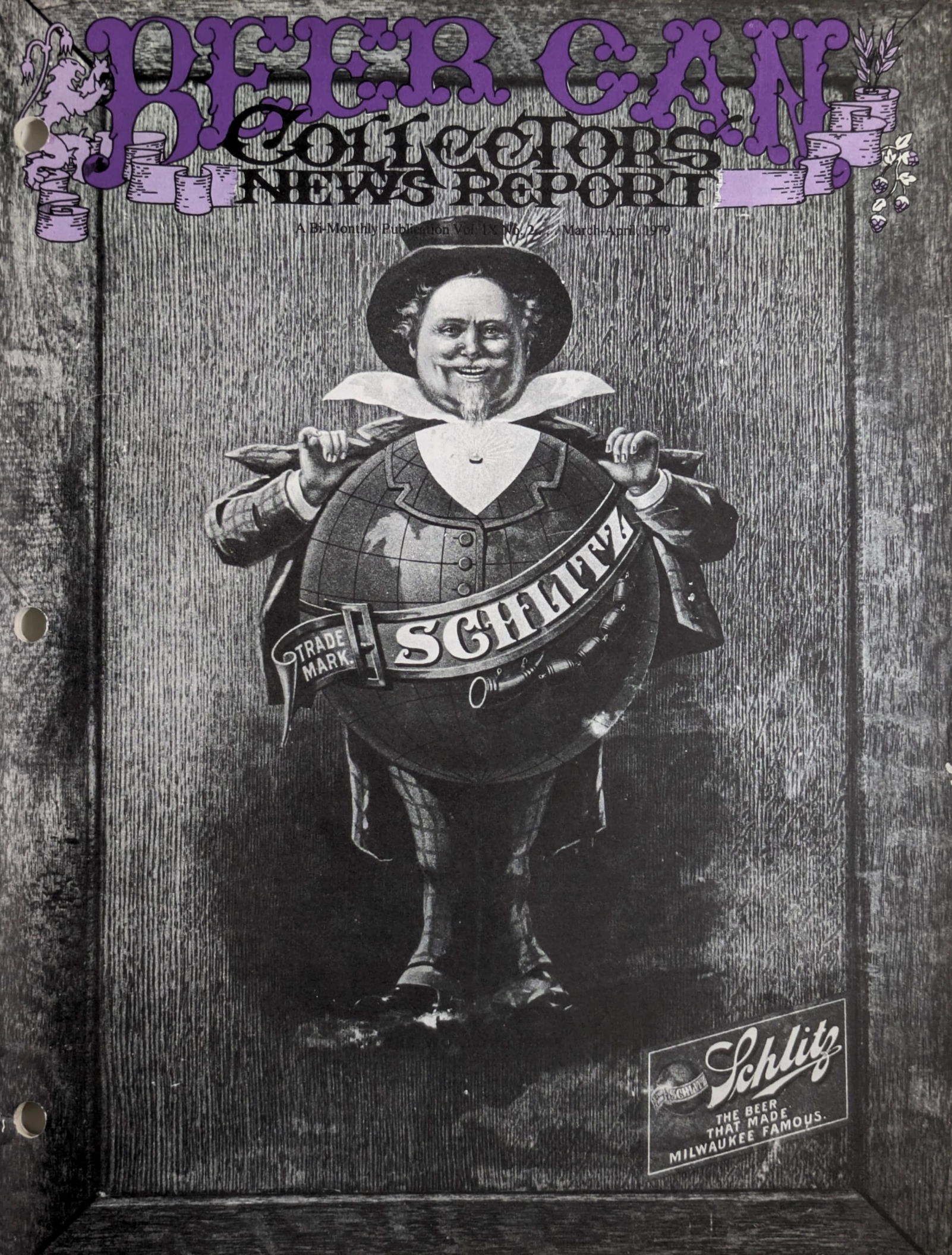
BEER CAN COLLECTORS NEWS REPORT

A Bi-Monthly Publication Vol. IX No. 2 March-April, 1979



BEER CAN COLLECTORS NEWS REPORT

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PRESIDENT'S MESSAGE

Here we are in the middle of Spring and the trading sessions again are being held frequently. I intend to make as many trade sessions as possible to trade for additions to the collection. In doing so, I will be attending a number of trade sessions in various parts of the country. I hope to meet as many of you as possible and maybe even trade a can or two. The trade sessions that I will be attending are:

March 2-4	4th Annual Western States Mini Canvention, Las Vegas, Nevada
April 7	Garden State Chapter's Super Swap IV, Princeton, New Jersey
April 28	Mardi Gras Chapter's Annual Mini Canvention, New Orleans, Louisiana
May 19	Mile Hi Chapter's 4th Annual Central City Beer Can Trading and Emptying Exposition, Central City, Colorado
July 29	Tidewater Champale Chapter's Trade Session, Virginia Beach, Virginia
Sep. 6-9	Canvention IX, Phoenix, Arizona

I hope also to make a trade session this summer in the Southeast.

Please come one out and visit with me at the trade session closest to you and let me know your thoughts on the club and its items of interest to you.

I hope to meet you at Canvention IX if not before. In the meantime. . . . Good Luck Collecting.

Bill Henderson #73
President BCCA

RemembeR

Saturday board meeting dates approved by the BCCA board of directors to aid in attendance of out of state BCCA members at board meetings.

Apr 21, 1979. . . . . 12:30 PM
Jul 21, 1979. . . . . 12:30 PM

So come on, show up and let us hear your views.

All materials must be in the editor's hands by the following dates for consideration.

ISSUE	DEADLINE
May - June	March 10
July - August	May 12
Sept. - October	July 14
Nov. - Dec.	Sept. 23
Jan. - Feb.	Nov. 10
March - April	Jan. 12

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HOME BREWING LEGAL

All home brewers may come out of the woods and basements with your premium hop beverages. You no longer must hide the fact that you are one of the world's small brewmasters. Home brewing has been illegal since the days of Prohibition; but now the Federal Government has seen fit in all their wisdom to grant us the same privileges that home vinters have had for decades.

Public Law 95-458 was signed by President Jimmy Carter on October 14, 1978 allowing the home production of beer without the payment of tax for personal or family use and not for sale. An individual may produce 100 gallons per calendar year if there is one adult residing in the household or 200 gallons if there are two or more adults in the household.

The law defines an adult as 18 years of age or the minimum age for the sale of beer to an individual in his area of domicile.

The law has two other important provisions. The first is that beer may be removed from the premises where made for personal or family uses including organized affairs, exhibitions or competitions, such as homemakers's contests, tastings or judgings.

The second permits an adult brewery operator—an individual owner or partner—may remove without payment of tax for personal or family use within the 100 or 200 gallon limits as specified above. All quantities removed from the brewery must be entered as a removal on the monthly report Form 103. (Corporations do not qualit).

For more information on the law, refer to the law itself or the *Federal Register,* Volume 44 No. 26, February 6, 1979, Pages 7138-7140.

The implications of this new law are far reaching. Here is another opportunity for another BCCA Chapter at large—The Malty Group—consisting of just members that make their own brew. Maybe a new organization—Beer Can Collectors, Home Brewers and Tasters of America. (BCCHBATA) will be created.

Trade sessions turn into taste testing parties where hundreds of members arrive with their home brews. Everyone is so busy tasting the new brews, they forget to make any trades. Mini-trade sessions will last for days; everyone is afraid to leave until he has sampled every one.

National taste testing results will have the first four or five places taken by beers we never knew existed—Pierre's, Hymie's, Ronrico's.

There will be 10,000 mini-breweries tied for last place as the U.S. smallest brewery. Anchor Steam will be a giant among the small.

A new market will develop for some ambitious person selling brewery supplies to the mini-producer. This new industry will spur this nation onward and upward, dampening recession, and inflating our GNP.

The Bureau of Alcohol, Tobacco and Firearms will have to employ more agents to police our activities and additional office staff to review reports (not specified in the law but sure to come, along with registration) and compile statistics. This will require more federal income taxes to support the increased expenses associated with the expanded activities of the Bureau.

The BCCA membership list of code schedule should be revised again to incorporate the new producers and products. Maybe "HC"—home crock beer.

The membership dues of BCCA will be increased to cover the costs of hiring a lobbyist in Washington to protect our rights to package our home beer in paper label cans and counter attack the major breweries in U.S. attempting to have the law repealed due to unfair competition.

You thought you had trouble obtaining all the Schell cans last year; wait until they start packaging the 200 gallon limited editions.

After reflecting on this problem for a while, I am beginning to think the government didn't do us a favor. It was better in the old days when making beer was illegal and you had to hide in the basement to do it. Then you not only had a "premium" brew from which you derived personal satisfaction but you were putting one over on Uncle Sam.

Write to your Senator and Congressman and have the law repealed before it is too late.

BY J.A. Kerr #10964

FOREIGN MEMBERS NOTICE

Due to problems with the exchange rate of foreign currencies or checks into U.S. currency, when paying dues or ordering supplies, please, if you can, pay with a U.S. Postal Money Order or a money order or cashier check drawn on a U.S. Bank.

About the Cover

This was another month of no strong subject material for the front cover. Therefore, I decided to share with you the beautiful full color tin sign that hangs above my desk. Would assume this to be pre-prohibition.

Lonnie Smith #99, Editor

EDITORS NOTES

Beginning with this issue the New Report has assumed a new format. As much as possible all copy is now set in type. This should make for easier reading. Also, it is hoped this new format will enable us to get the same amount of material in a fewer number of pages. Hopefully, the end result will be a better News Report at less total cost.

The mailing date of this issue will be on or about March 8.

More about the Huber Classics. The registration card *does not* indicate that you will be able to buy the cans from the brewery. As stated elsewhere in this issue, the cans are due to the retailer outlets about mid-March.

A NEW SCHLITZ BEER, Erlanger, is scheduled to go into undisclosed test markets in mid-March. It is not known if this super premium will be available in cans.

BOOK REVIEWS. Would the fellow from Pennsylvania who contacted me about two years ago please write again. I have misplaced your name and address and the BCCA Board of Directors would like you to begin writing book reviews for the News Report.

Lonnie Smith #99, Editor

About the Roster.
Paper has been purchased for the Roster with a projected mailing date of mid-April.

Minneapolis by River Boat in '82.

Jack Turner #65, has contacted a luxury River Boat Company about cruising from St. Louis to Minneapolis for our Canvention in 1982. This week long trip would cost approximately $1,700.00 per person for the round trip. It also requires at least 100 people. Please contact Jack before mid-May if you are interested.

Jack Kerr #10964 recently sent us a copy of the Jan. 15, 1979 Fortune magazine article on Anheuser Busch. A very interesting article and certainly worth the effort to obtain an issue.

The Horlacher Story

Reprinted from the Horlacher Chapter Newsletter.

The canning history of the Horlacher Brewing Co. Allentown, Pa. began in April of 1950 with the installation of the brewery's first canning line. Prior to this time all beer was packaged in bottles or kegs. No spout-top cans were ever filled by Horlacher. The new can filling equipment was fully operational by June 1950 in time for the heavy summer sales.

The first cans to roll out of the brewery were in the now familiar, red and white HORLACHER PILSNER, with Hugo, the penguin trademark at the top. Through the 1960's Horlacher became heavily involved in the private label market, making more than a dozen liquor store, and supermarket brands filling some of them only one time, thus causing their scarcity today. In this article I will attempt to identify all the cans that Horlacher produced during their twenty-eight year canning era, 1950-1978. Interestingly all their cans were for beer, no ale, malt liquor, or bock cans were ever used. Also, no size other than twelve ounce, straight steel, was ever filled. My thanks to Lou Kogelman, former brewmaster at Horlacher and to Don Ursomano for their information. All cans shown are from the collection of Larry Handy #947. Photography by Alan Williams #1230.

Regular Brands

1. HORLACHER PILSNER - 1950-1964 - flat top only - the original Horlacher can. A one-sided label, with the large "Keglined" band along the seam.

1a. HORLACHER PILSNER - 1965-1968 - pull tab or flat top - a slight change from the first can, has thin "mira-seam" and "Keglined in small oval.

2. HORLACHER PILSNER - circa 1968 - pull tab only - the only can made for Horlacher by National can co. contents statement has been dropped to the bottom. "two sided label"

3. PERFECTION PREMIUM - 1955-1962 - flat top only - an old Horlacher brand, originally a special brew, aged nine months. To capitalize on the well known name, regular Horlacher beer was sold under the Perfection name, in this look alike can.

4. PENGUIN EXTRA DRY - circa 1958 - flat top only - this rare brand was most likely introduced as a tie-in to the popular penguin trademark, Hugo. Judging by it's scarcity very little was filled.

5. HORLACHER PREMIUM PILSNER - 1972-1976 - pull tab only - The first major label change on the Horlacher can in over 20 years. A totally new look, doing away with the familiar penguin, their symbol of 40 years.

6. HORLACHER PREMIUM PILSNER - 1977 - pull tab only - Special 85th anniversary commemerative can, less than 5,000 cases filled before American Can Co. cut off the supply due to unpaid bills.

7. HORLACHER PREMIUM PILSNER - 1976 - pull tab - Special limited edition can - "Penna. Dutch Hex Signs" the first in what was to be a series features five different Hex signs, common in the Pa. Dutch area.

8. HORLACHER PREMIUM PILSNER - 1977 - pull tab - a paper label, artist's conception of what was to be the second can in the limited edition series. Features five "Waterfowl" - never put into production.

9. BREW II - 1975 - pull tab - a genuine mistake can. The brewery had ordered gold and blue, and was not satisfied with the tan color. The next production was color corrected.

10. BREW II - 1975 - pull tab - correct color combination. Brew II was a high alcohol beer, on the order of Maximus Super.

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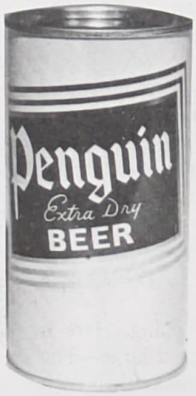

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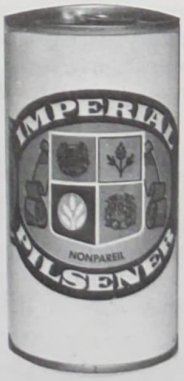

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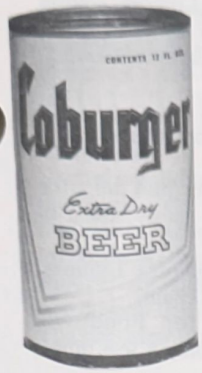

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11. IMPERIAL PILSNER - 1976-1977 - pull tab - this new brand was advertised heavily, which the brewery could ill afford, this more than anything else leading to their eventual closing.
12. COBURGER EXTRA DRY - beginning 1959 - flat top - Coburger was an old Horlacher brand, when canning began, this brand was revived and used for R.S. Wood, Phillipsburg N.J. for distribution in N. Jersey.
13. COBURGER EXTRA DRY - circa 1968 - flat top or pull tab - on this later can the R.S. WOOD name has been dropped, Coburger made a regular brand.

Private Labels

14. SHOPRITE - 1968-1971 - flat top - for Shoprite Supermarkets, sold in N. York and N. Jersey, note: very large oval label.

14a. SHOPRITE - 1971-1973 - pull tab - for Shoprite Supermarkets, slight change from #14, smaller label, now has pull tab.

15. SHOPRITE - 1973-1974 - pull tab - This better design was made only a short time, when Shoprite contracted Rheingold to make an identical can, and cancelled Horlacher's contract
16. SHOPRITE - 1976-1978 - pull tab - Shoprite returned to Horlacher for beer, and issued this new can, the only one to have the U.P.C. computer code.
17. BEL AIR - circa 1960 - flat top - for Home Liquors, Newark N.J. as with most of the liquor store brands, only small quantities filled.
18. WILCO PREMIUM - 1972 - pull tab - for Roger Wilco Liquor stores, Palmyra, Pensauken, & Burlington N.J. filled only one time.
19. HOFBRAU - 1972 - pull tab - a multi-purpose label used for several small liquor stores primarily in northern New Jersey.
20. RENAEE PREMIUM - 1971 - pull tab - for Village Liquors, Lakewood, N.J. Horlacher's rarest can, filled one time, as few as 500 cases.
21. RHEINBECK - 1971 - pull tab - for Great Eastern Liquors, Union, and New Brunswick N.J. filled only one time, as few as 500 cases.
22. WEISBROD - 1971-1974 - pull tab - for Victor's Liquors, Runemeade N.J. filled off and on in small quantities for several years.
23. PATHMARK - 1971-1974 - pull tab or flat top - for Supermarkets General Corp. New York & New Jersey, filled steadily for several years.
24. LITTLE KING - 1965-1967 - flat top - for American Supermarkets Co. Westbury, N.Y.
25. LITTLE KING - 1968-1970 - flat top - for King Kullen Groc. Co. Westbury N.Y., slight label change from #24 contents now at the bottom.
26. KING KULLEN - 1971-1973 - pull tab - for King Kullen Groc. Co., Westbury N.Y. a great improvement over the Little King can it replaced.
27. HUB DRAFT BREWED - 1969 - flat top - a multi-purpose label, sold at Hub Liquors, Toms River, N.J. as well as other small New Jersey liquor stores such as Two Guys, and Circle.
28. G.E.X. HOLBURG - 1968 - flat top or pull tab - for Ost Liquors, Pennsauken N.J. May have been sold at other G.E.X. stores. Pre-dates the look alike L.F. and Kappy's cans.
29. L.F. HOLBURG - 1971 - pull tab - for Liquor Fair, sold in southern New Jersey, the L.F. at the top is the same symbol that appeared on the Innsbrau can from F & S brewery, once also a private label.

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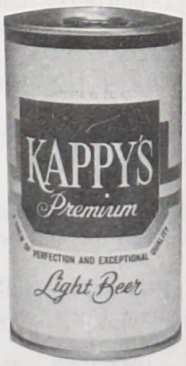

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30. KAPPY'S - 1971 - pull tab - for Kappy's Liquors, sold in Massachusetts filled in limited quantity by Horlacher, identical can filled for several years by Eastern Brewing, Hammonton N.J.
31. WESTOVER - 1970 - pull tab - for Kappy's Liquors, sold in Mass. also filled by Eastern Brewing Co., Hammonton N.J.
32. P.B. CLASS "A" - 1968-1978 - flat top or pull tab - for Packard-Bamberger & Co., sold in New Jersey, filled in small quantities, but over a 10 year period.
33. BONANZA - 1971 - pull tab - for Bonanza Liquors, Springfield Mass. a division of the Kappy's chain.
34. FOODTOWN - 1972 - pull tab - for Foodtown Supermarkets, sold in New Jersey, filled only a few times, thus causing it's relative scarcity.

Several of the private label cans were multi-purpose, and used for more than one store, others were primarily a one store brand, but were later dumped on whoever would take them. Bonanza, Bel Air, and possibly others were once filled with water, following hurricane Agnes, and sent to hard hit areas of Pennsylvania where drinking water was scarce.

Seeing America from coast to coast with Rex and Pearl

BY E. Bud Sucher #3247

REX and PEARL left a OLD MISSION in california in their IMPERIAL, IT WAS A RED WHITE & BLUE, TUDOR with a RED TOP and RED VELVET interior. they drove through the SKI COUNTRY of the high SIERRA mountains with their SNOWCREST, SILVER TOPS, it was quite KOOL when you reach the MILE HI LEVEL.

ONWARD TO TAHOE where REX lost his BROWN DERBY in the BOHEMIAN CLUB on to PHOENIX where REX ask PEARL would she like a BURGER, PEARL said she would take a BIG MAC, REX said this is a DUTCH TREAT, they both had s SKOONER of PILSENGOLD.

REX traded the IMPERIAL for a NEW YORKER, STRAIGHT 8 in SANTA FE, we found a place to PARK on MAIN STREET, REX went in some STORZ and bought a TOP HAT. across the street was a PUB called the BLUE BOAR they had DISCO dancing.

we met a YANKEE from SPRINGFIELD he was some SWINGER he won the GOLD MEDAL, WE DEcided to have a SIESTA and head for the BIG STATE, we saw a OLD TIMER at the LONE STAR, STATE FAIR, he tried to SPUR us into betting he could not hit the BULLS EYE of the TARGET with his COLT 45 his name was TEX, RUPPERT, in the wild animal show we saw LIONS, TIGERS, BUFFALO, WHITE BEARS, RED FOX & SILVER FOX, POLAR bears and STAGS.

we then went to the CLUB HOUSE for a DUTCH LUNCH, we ordered the CLUB SPECIAL, it was a WALDORF salad, beef WELLINGTON, and a fruit NECTAR with a MALT DUCK beverage. we then drove on the BLACK DALLAS as the electric company was on strike, so they had no lite.

the next day we were in DIXIE which is famous for THOROBRED horses and smoked HAMMS, it was a beautiful day like in the TROPICAL, SUNSHINE. we met a OLDE TYME, KENTUCKY colonel with a VAN DYKE beard, he had a WHITE HORSE named NORTH STAR who was a TRIPLE CROWN winner always ridden by a ENGLISH LAD. in his last race he won the GRAND PRIZE of 20 GRAND he was truly a 18 K, GEM.

continued on page 16

New Coors brew is planned for 1979

Adolph Coors Co. plans to sell over a quarter of a million barrels of a new super premium brew next year. Projections call for 14.2 million sales—12.4 million of regular, 1.6 million Light and 240,000 of the new brew, to compete with Michelob and Lowenbrau.

Capital expenditures for 1979 will be $100 million, "a moderate increase" over fiscal 1978, the company announced. New marketing, advertising and sales strategies will measurably exceed 1978 costs on a per barrel basis.

Preliminary sales figures indicate 12.6 million barrels for 1978, a two percent decline from 1977.

The company plans to complete its roll-out of Coors Light.

Iron City's Sales Slip

Pittsburgh Brewing Co., makers of Iron City Beer, reported yesterday that it lost $1.3 million and its sales declined 14 percent in fiscal 1978.

President William F. Smith Jr., who became chief executive of Pittsburgh's last surviving independent brewery last summer, said the 117-year-old firm will need a significant increase in sales this year.

"We have implemented significant management and marketing changes," Smith said at a press briefing. He said preliminary figures for the first fiscal quarter that ended Wednesday "reflect a pickup in sales over the first quarter of 1978."

The company's 1978 operating loss of $1,341,720 was equal to $1.22 per share of Pittsburgh Brewing stock and was nearly twice the loss of the previous year which was $717,166, equal to 66 cents per share.

Smith said the brewery successfully launched a light beer last summer and is pursuing a program to "improve distributor relationships." He claimed that Iron City continues to hold the "number one position in Pittsburgh and the surrounding area."

Reprinted from the Philadelphia Inquirer 1-30-79

Schmidt wins $2.97 million Taiwan pact

C. Schmidt & Son Inc. announced yesterday that it had concluded a contract with Taiwan for the sale of 750,000 cases of Rheingold beer valued at $2.97 million.

The contract was awarded in competitive bidding after nearly six months of negotiations with the Taiwan Tobacco & Wine Monopoly Bureau, the government agency that will market the beer in quart-sized bottles.

The shipment is scheduled to leave Philadelphia on March 8 and is expected to arrive in Taiwan within 30 days. The contract represents the largest single shipment by the brewery and its first major delivery to a foreign country.

The brewery also said that negotiations were under way with the Taiwan bureau for another shipment that would match the initial order of 750,000 cases.

William T. Elliott, Schmidt president, said a major factor in clinching the contract was Schmidt's proximity of port facilities, which will help reduce freight charges.

The Rheingold label was acquired by Schmidt in October 1977 as the Orange, N.J., beer maker was about to shut down.

Miller-Busch battle may end in FTC rule

In a battle by press release, the nation's two leading breweries are scrapping over use of the word "natural."

Miller Brewing Co., ranked No. 2 in sales, filed a complaint with the Federal Trade Commission, saying Anheuser-Busch Inc. adds "a processed chemical additive, tannic acid," to its beers and shouldn't use the word "natural" in advertising.

Anheuser-Busch came right back Thursday with a release calling the Miller action "deliberately misleading regarding our brewing process."

The FTC is considered likely to move toward new rules curbing such words as "natural" and "organic" on ads for all foods, not just beer.

Ingredient listing rules for beverages are urged

What's "brewed from malt, hop extract, water, yeast, enzymes, propylene glycol alginate, natural and artificial flavors, caramel color and potassium metabisulfite as a preservative?"

That's beer and the government wants a label on the can saying so.

After considering the matter off and on since 1972, the Treasury Department's Bureau of Alcohol, Tobacco and Firearms has decided that labels should be required on alcoholic beverages after Jan. 1, 1983.

Reprinted from the National Enquirer

People Have Been Drinking Beer for 8,000 Years

Beer is as old as recorded history—the brew slaked people's thirst some 8,000 years ago and even formed part of the ancient Egyptian's basic diet.

Historians believe man began brewing beer at about the same time he learned to make bread. Archaeological evidence indicates that beer was produced in Mesopotamia around 6000 B.C.

In ancient Sumer in the Near East, the earliest known civilization, about 40 percent of the grain crop went for beer, which apparently was also used for currency by the local nobility.

Beer, bread and onions probably formed the basic diet of the ancient Egyptian peasant. Some Egyptian beers even had an alcohol content of 12 percent, and rivaled wines for sweetness.

"Those who drank this beer were so pleased they sang and danced, and did everything like men drunk with wine," an ancient writer reported.

An Egyptian papyrus from about 1400 B.C. warns beer drinkers to beware of getting drunk in taverns for fear of speaking rash words "without your being aware of having uttered them."

The Greeks carried the art of brewing from Egypt into Europe, and the Romans learned about beer drinking during their conquest of Greece.

Brewing rapidly took hold in northern and western Europe, where grape growing for wine was impractical. By 1086, 43 breweries were operating in England alone.

Beer kept Merrie Old England very merry indeed. Consumption was enormous and it was the common drink nearly everywhere in Europe all the time, even at breakfast.

Historical documents indicate that ladies-in-waiting at one British court were provided with eight gallons of beer a week.

Beer was a common drink aboard ship, since it held up better than water on long ocean voyages. In fact, when the Pilgrims decided to land at Plymouth Rock instead of Virginia, one of the reasons was that they had run out of beer.

The early colonists were unable to develop barley and hops suitable for beer, but they discovered that very potable brews could be made from pumpkins, maple sugar and persimmons.

"The flavor was not the same as real beer, but the effect was," according to one writer.

George Washington had a brewery on his estate at Mount Vernon and was known as a master brewer. When Washington ran for the Legislature in 1758, his agent doled out gallons of beer, wine, cider and rum to voters on Election Day.

Washington was concerned about what the voters might think of his hospitality—he feared they might believe he was too stingy!

The Emporium of Opportunities

Pithy Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.

Mar 16-18	**Queen City;** North Cincinnati, OH, "3rd Annual Luck of the Irish Mini-Canvention", Marriott Inn. Contact the Queen City Chapter, PO Box 3224, Hamilton, OH 45013
Mar 22	**Gateway;** Brentwood, MO, American Legion Hall; Rod Stecher, #3933
Mar 23-25	**Keystone;** Gettysburg, PA area, Sheraton Inn, "Spring Thaw Thing"; Barney Brady, father of 4980
Mar 31	**Heart of Illinois;** Henry, IL; Al Otto, #1243
Mar 31-Apr 1	**Hawkeye;** Ottumwa, Iowa, Third Annual "Spring Thaw", Izaak Walton League; Gary L. Fronk, #2506
Mar ?	**Valley of Flowers;** Location, dates, etc. TBA
Mar ?	**Badger Bunch;** Oshkosh, WI; Brad Craig, #551
Apr 1	**Pioneer City;** IN BEAUTIFUL, DOWNTOWN MARIETTA, OHIO; a Big Gigantic, Beer can trading Session happens from Noon to 4 PM at the Ohio National Guard Armory; S. Roger Kirkpatrick, #1583
Apr 1	**Forest City;** Rockford, IL; Don Stone, #5377
Apr i	**Bullfrog;** Round Lake Park, IL; Bob Richards, #8721
Apr 1	**Badger Bunch;** Kewauskum, WI (annual elections); Brad Craig, #551
Apr 7	**Smokey Mountain;** "4th Annual Dump'N'Deal"; Gary Galyon, #13329 or Mark Dougherty, #13036
Apr 7	**Garden State;** Princeton, NJ; Superswap IV; J. Manning, #3802
Apr 8	**Miami Valley;** Dayton, OH, Needmore Park, 3616 Needmore Rd. 10 AM-3PM; Dave Matheny, #4913
Apr 14	**Goebel Gang;** American Legion Hall, #357, 10 AM to 4 PM; Leo Wentland, #14948
Apr 20-28	**Bofferding;** 4th Annual Overseas tour. Planned are tours of Allied Breweries, Tennents, & Scottish & Newcastle Breweries. John Ahrens, #9
Apr 21	**49er;** Rio Vista Junction, CA, Bay Area Electric Railway Museum; Warren Hardaker, #696
Apr 21	**Genessee Valley;** Rochester, NY, California Brew Haus; Rick Hoppe, #754
Apr 21	**Schultz & Dooley;** Albany, NY; Armand Beaupre, #10119 or Eugene DeLafleur, #10219
Apr 22	**Olde Frothingslosh;** Pittsburgh, PA; Will Hartlep, #3109
Apr 22	**Canecticut Red Fox;** Newington, CT; George Miller, #17882
Apr 22	**Capitol City;** At the Marriott—Twin Bridges. A Christian Heurich display will be featured. Ray Johnson, #10176; Rick Willis, #10678; or Bruce Remick, #7549
Apr 28	**Three Rivers;** Ft. Wayne, IN, Ramada Inn, I-69 & 14, 9 AM - 3 PM; Mike Parkhill, #18142
Apr 28	**Atlantic;** Charlotte, NC; Chuck Fogleman, #11878
Apr 28	**Orbit;** Tampa—St. Petersburg, FL area; Jim Terry, #12478
Apr 28	**Packer;** Pulaski, WI, The Stop-In Patio Ballroom, 10 AM - 3 PM; Dennis Kleczka, #6048
Apr 28	**Mardi Gras;** New Orleans, LA, Annual Mini-Canvention; rescheduled from Feb 16-17, Norm Cook, #8884 or Al Milnar, #818
Apr 29	**Tidewater Champale;** Virginia Beach, VA, Fort Story Officer's Club, 10:30 AM - 2:30 PM; Don Peek, #17577
Apr 29	**Simon Pure;** Dunkirk, NY (HOME OF KOCH'S BEER) The Frank Acquavia VFW Post 1344, 221 Lake Shore Dr. W. (Route 5). Take exit 59 off NY State Thruway to Rt. 60 . . to Rt. 5 W. Noon to 5 PM. Bob Peterson, #8493, Mike Sandretto, #950, or Dick Rausche, #526

Apr ?	**Regal;** Location TBA; Bill Farrell, #3763
May 6	**Sangamon Valley;** Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
May 6	**Forest City;** Rockford, IL; Don Stone, #5377
May 6	**Silverfoam;** Jackson, MI, Bob Venners, #8842, or Kraig Layton, 13,685
May 19-20	**Southern Tier;** Deposit, NY, "5th Annual Two Day Trade Session" at the Guestward-Ho; Pete Hempstead, #689 or Marie Lillie, #2590
May 20	**Valley of Flowers;** Florissant, MO, Bangert Park, Shelter, #1, 1 PM; Bud Sucher, #3247
May 20	**Knickerbocker;** "Spring Knickerbocker Festival", Location TBA; John Bonnes, #5335 or George Arnold, #2217
May 19	**Mile Hi;** Central City, CO; "Fourth Annual Central City Chili Making and Eating and Beer Can Emptying and Trading Exposition," Starts at 10 AM. Max Robb, #116
May 20	**Prison City;** Joliet, IL; Bob Scheidt, #8949
May 20	**Bullfrog;** Lake Zurich, IL; Picnic & Swap; Bob Richards, #8721
May 26	**Patrick Henry;** Kalamazoo, MI; Firefighters Hall, 10 AM - 5 PM; Jack Kellogg, #12115
May ?	**49er;** Bay Area; Warren Hardaker, #696
Jun 1-2	**North Star & Badger Bunch;** Eau Claire, WI, "7th Annual Weekend at Wally's"; Wally Swenson, #348 or Glenn Thorsen, #320
Jun 2	**Heart of Illinois;** Morton, IL; Norm Hermann, #3313
Jun 3	**Nutmeg;** Norwalk, CT, American Legion Hall, 10:30 AM - 5 PM; Scott Fellin, #10658
Jun 3	**Forest City;** Rockford, IL; Don Stone, #5377
Jun 3	**49er;** Milipitas, CA; Ed Levin Park, Oak Knoll Picnic Area; Warren Hardaker, #696
Jun 9	**Wooden Shoe;** Wapakoneta, OH; Auglaize County Fairgrounds, 10 AM - 3 PM; Mike Homan, #10662
Jun 16-17	**Jersey Shore;** Asbury Park, NJ Convention Hall, "3rd Annual East Coast Beer Can Swap", Co-Sponsored by the Jersey Shore Chapter and the Asbury Park Chamber of Commerce; Joe Radman, #6898 or Ray Soehngen, #11618
Jun 17	**Keystone;** Lancaster, PA area; Emil Skala, #11771
Jun 17	**Olde Frothingslosh;** Pittsburgh, PA; Will Hartlep, #3109
Jun 23	**Sunshine;** Orlando, FL; Dave Hall, father of #13636
June 30	**49er;** Rogue River, OR: "4th Annual Rogue River Rooster Crow and Beer Can Trade Meet", Palmerton Park Warren Hardaker, #696 or Scott Maxwell, #1432
Jun ?	**Gateway;** Outdoor Session, location TBA; Rod Stecher, #3933
Jul 1	**Forest City;** Rockford, IL; Don Stone, #5377
Jul 7	**Cowboy;** Cheyenne, Wyoming; Contact Mister J. Robert Berg, I; Number 799
Jul 6-8	5th Annual Ohio Summer Canvention in Dayton, OH; Bob Kates, #1493
Jul 20-22	**Big Beer Brootherhood;** Mahomet, IL; Tin Cup Campers Park; Easily accessible to I-57 & I-74, Camping or motels nearby; Tobi Harms, #586 or Don Bannon, #792
Jul 21	**Badger Bunch;** Little Suamico, WI; Arnold Schmidt, #348
Jul 22	**Valley of Flowers;** Florissant, MO; Bangert Park, Shelter, #1, 1 PM; Bud Sucher, #3247
Jul 21	**Greater Delaware Valley;** Philadelphia, PA; "3rd Annual 'Ben Penn" Relays, Picnic, & Super Trade"; Joe Kelleher, #7173 or John Ahrens, #9
Jul 21-22	**Hawkeye;** Backbone State Park Campout; Gary L. Fronk, #2506
Jul 27-29	**Three Rivers;** Ft. Wayne, IN; "Hoosier Hospitality Weekend"; Mike Parkhill, #18142

Jul 29	**Tidewater Champale;** Virginia Beach, VA, Fort Story Officer's Club; 10:30 AM - 2:30 PM, Don Peek, #17577
Jul ?	**49er;** Bay Area or Fresno Area; Warren Hardaker, #696, Ed Franco, #7035, or Joyce Huntley, #9335
Jul ?	**Gateway;** Outdoor session, location TBA; Rod Stecher, #3933
Aug 3-5	**Forest City;** Rockford, IL; "3rd Annual Weekend Retreat & Corn Boil"; Don Stone, #5377
Aug 4	**Knickerbocker;** "2nd Annual Picnic", Outdoor location TBA; John Bonnes #5335 or George Arnold, #2217
Aug 7	MY 28TH BIRTHDAY
Aug 11	**Sunshine;** Bradenton, FL; J. Holmes, #3136, J. Loer, #3474, or R. Wyar, #666
Aug 18	**Horlacher;** Emmaus, PA, "Horlacher-Weekender Trade Show", 10 AM - 4 PM; Don Feather, #9727
Aug 19	**Olde Frothingslosh;** Pittsburgh, PA; Will Hartlep, #3109
Aug 19	**Coal Cracker;** Daleville, PA, Covington Fairgrounds; Dave Thomas, #9777
Aug 25	**Heart of Illinois;** Havana, IL; Steve Gerdes, #2405
Aug 26	**Nutmeg;** Norwalk, CT, American Legion Hall, 10:30 AM - 5 PM; Scott Fellin, #10658
Aug ?	**Badger Bunch;** Husher, WI; Brad Craig, #551
Aug?	**49er;** Bay Area or Fresno area; Warren Hardaker, #696, Ed Franco, #7035, Joyce Huntley, #9335
Sep 6-9	CANVENTION IX IN PHOENIX
Sep 9	**Forest City;** Rockford, IL; Don Stone, #5377
Sep 16	**Keystone;** Hanover, PA area; R. Leese, #8298
Sept 23	**Valley of Flowers;** Florissant, MO, Bangert Park, Shelter #1, 1 PM; Bud Sucher, #3247
Oct 7	**Forest City;** Rockford, IL; Don Stone, #5377
Oct 7	**Heart of Illinois;** Barry, IL; Frank Westhoff, #1329
Oct 12-13	**Coal Cracker;** Wilkes-Barre, PA, Master Host Inn, "OKTOBERFEST 79". Check-in Fri. PM, Hospitality Room opens 7 PM, Main trading Saturday 13th in Master Ballroom; Dave Thomas, #9777
Oct 12-14	**NUTMEG:** "TRI-FEST" IN CONJUNCTION WITH **RED FOX** AND **PICKWICK** CHAPTERS AT LAKE COMPOUNCE, BRISTOL, CT. TRADE ON A ROLLER COASTER IF YOU LIKE! SCOT FELLIN, #10658 (Nutmeg); MARIE MILLER, #9707 (Red Fox); OR KEITH WHITMORE, #3540 (Pickwick)
Oct 20	**Old Dutch;** Lima, OH Allen County Fairgrounds. "4th Annual Beer Can Exposition & Trade Session", 9 AM - 3 PM. Approximately 1 mile East of Lima on SR 309, just off I-75, Exit 125. Dan Reinicke, #7551 or Don Johnston, #7367
Oct 20	**Orbit;** Tampa—St. Petersburg FL area; Tim Lubinsky, #16943
Oct 28	**Tidewater Champale;** VA. Beach, VA, Ft. Story Officer's Club, 10:30 AM - 2:30 PM; Don Peek, #17577
Oct 28	**Hawkeye;** Cedar Rapids, IA, Teamster Hall; Gary L. Fronk, #2506
Oct ?	**Jersey Shore;** Toms River, NJ, "October-Can-Fest 79", Joe Radman, #6898 or Ron Frey, #14191
Oct ?	**49er;** Sacramento area; Warren Hardaker, #696
Nov 3	**Heart of Illinois;** Bloomington, IL; George Kitterman, #474
Nov 4	**Keystone;** Lebanon, PA or Reading, PA area; Contact TBA
Nov 4	**Forest City;** Rockford, IL; Don Stone, #5377
Nov 14	**Valley of Flowers;** Florissant, MO; Transfiguration Hall, 6 PM; Bud Sucher, #3247
Nov. 17	**NORTH STAR;** North St. Paul, Minn., Sixth Annual Guzzle 'n Twirl, Gerry Kalla #14,182.

Nov 18	**Knickerbocker;** Maspeth, NY, "3rd Anniversary Trade Session, Frank Kowlinski Post; John Bonnes, #5335 or George Arnold, #2217
Nov 24	**Three Rivers;** Ft. Wayne, IN, Ramada Inn; Mike Parkhill, #18142
Nov 29	**Gateway;** Brentwood, MO, American Legion Hall; Rod Stecher, #3933
Dec 1	**Sunshine;** Jacksonville, FL; Ric Coleman, #5007 or Don Larson, #5766
Dec 2	**Forest City;** Rockford, IL; Don Stone, #5377

SEPTEMBER 4-7 1980; CANVENTION X IN HERSHEY, PENNSYLVANIA. HOSTED BY THE KEYSTONE CHAPTER.

Please mail all trade session info,
compliments, and birthday presents to:

Mark C. Ferguson, #5836
1415 R Glenwood St.
Milton, WV 25541

304/743-4053

Reprinted from St. Louis Post-Dispatch 2/18/79

Carling May Close Belleville Brewery, But Stag Will Live On

Although the Carling brewery in Belleville may close, Stag, the beer that has been exclusively produced there, will live on, the Carling National Brewing Co. has told its employees.

This news was small consolation to the 230 workers who learned Friday that they will probably lose their jobs. The brewery is the largest industry in Belleville. Many who work there are second-generation employees and some are third generation.

"We're all in limbo," said Carl R. Hofmeister, business agent for Local 21 of the Brewery Workers Union. "The announcement was a surprise, even though we knew they would have to close one of the five plants."

Carling officials said Friday that a final decision will be made in the next two weeks on whether to shut down the Belleville plant and a Carling plant at Tacoma, Wash., which has 180 employees. The Belleville brewery has reportedly been losing money for the last several years.

He spoke of how employees are allowed to carry on the old tradition of drinking bottled or draft beer during their lunch or break periods and of how many are related to each other. "For most of the employees the announcement hasn't really sunk in yet. They are hoping something will happen to change the situation, like a spurt in sales or maybe another brewer buying the plant." Hofmeister said.

But there is little chance that the operation at 1201 West E Street will continue, the Post-Dispatch was told, given the declining shipments and antiquated equipment at the Belleville plant. The original structure is 128 years old. Despite several million dollars spent in improvements since Carling bought the brewery in 1954, the facility cannot produce beer as economically as the newer plants of the big brewers.

Nor can Carling National put the same kind of dollars into advertising as the top brewers.

Last year, Anheuser-Busch spent $115 million on advertising. What is happening to Carling National has happened to other small brewing companies who find it hard to generate profits in a capital-intensive industry when sales start declining. Industry spokesmen say eventually nearly all the country's beer production will be by a few large companies.

The Belleville plant, in addition to making Stag, also produces Black Label, Tuborg Gold and Colt 45 malt liquor. Carling National, with headquarters and a brewery in Baltimore, has other plants in Phoenix, Ariz., and Frankenmuth, Mich. The Carling Brewing Co., which had been controlled by Canadian interests, bought the Stag plant in 1954 from Griesedieck Western Co. At the same time, it acquired, but then tore down, the old Hyde Park brewery in north St. Louis. Carling acquired the National Brewing Co. in 1975.

In recent years the company discontinued production at other plants in Baltimore, Cleveland, Atlanta, and Natick, Mass., and it sold a newly built plant in Fort Worth, Texas, to the Miller Brewing Co.

Carling was the nation's fourth largest brewer in 1964. By 1970 it was seventh in sales and last year it was 11th, having produced 3.4 million barrels of beer.

Don Fenhagen, a Carling spokesman, said the closing would bring the brewer's capacity in line with sales. "The top ten breweries control 90 percent of sales. We obviously are doing everything we can to make our breweries competitive." he said.

Fenhagen said that the company would offer its Belleville employees jobs at its other plants and that the brands produced at Belleville would remain available in this area. It has not been announced where the Stag brand would be produced.

All the taverns in Belleville sell Stag, although some say it is not the leading seller. "Stag drinkers won't drink anything else," said one bartender.

The Belleville brewery was started in 1851 by two German businessmen on property that had natural artesian wells. It is said to be the oldest brewery in the Midwest, having first produced a beer called Kaiser. The brewery was sold in 1912 to Henry L. Griesedieck, member of a prominent St. Louis brewing family. The name Kaiser became unpopular just before World War I and Griesedieck launched a new beer, Stag.

During Prohibition the brewery went into the root beer and ice business.

ANOTHER BREWERY LOST

The Blitz-Weinhard Co., said to be the oldest brewery in continuous operation west of the Mississippi River, is in the process of being sold.

Pabst Brewing Co., itself the target of several takeover attempts and rumors, has come to an "agreement in principle" to buy the brewing assets and brands of the Portland, Ore. based brewery.

Pabst president, Frank C. DeGuire, announced the agreement at the company's monthly board meeting in Chicago. He said representatives of both breweries had given their approval to the agreement.

Founded in 1856 by the Wessinger family, Blitz-Weinhard is still a privately owned operation run by the family. William Wessinger is currently chairman of the board. His brother, Frederick, is president.

An official for Blitz-Weinhard said the brewery turned out 585,000 barrels of beer last year, with annual sales around $45 million. Their brands are marketed primarily in the Northwest.

Pabst is considering the consolidation of their Los Angeles plant with the brewery in Portland, but that is subject to union bargaining.

Established in 1829

Yuengling nation's oldest brewery

David G. Yuengling & Son Inc. of Pottsville is celebrating its 150th anniversary this year.

The American Brewers Association recognizes Yuengling's, established in 1829, as the oldest brewery in continuous operation. The company still takes great pain to produce the finest quality beer possible.

Originally called the Eagle Brewery, the business was established by David G. Yuengling, a 23-year-old German immigrant who had learned the art of brewing in his native Wurttemberg.

However, shortly after the brewery opened on North Centre Street at the present site of Pottsville's city hall, it burned down. Yuengling immediately rebuilt at Fifth and Mahantongo streets, the operation's present location.

At the new location, tunnels were bored into the side of Sharp Mountain where beer was stored in wooden vats. The cool temperature kept the beer at the proper temperature. Although the passages exist today, they are no longer used for storage.

In the first year of operation on Mahantongo Street, the brewery produced 600 barrels of common beer and ale. Many of the ingredients had to be purchased in Philadelphia and were carried to Pottsville by either horse and wagon or canal boats.

The same spring that supplied the brewery and city with water in the early 1800's is still used by Yuengling. In 1857, David Yuengling acquired the land on which the spring surfaced.

There has been a tremendous change in the brewery over the years. Although automation has replaced much of the work originally done by hand, the same quality control is exercised to ensure that the finest beer is still produced.

Today, the brewery is a maze of vats, tanks, crossovers, pallets and pipelines necessary for modern brewing.

In 1873, the brewery became known as D.G. Yuengling & Son Inc., but posters, bottles and trays from the period reveal that an eagle was still used as a trademark. During the nation's bicentennial, the brewery again used the eagle on red, white and blue beer cans in honor of the celebration.

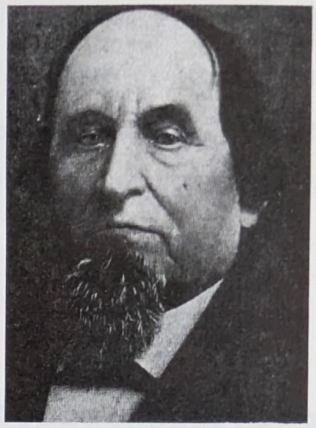
Even the means of packaging the Yuengling's products have changed over the years. The first bottles were handmade and rather crude. Cans originally had a spout top. Barrels and kegs were made of wood.

On Jan. 16, 1920, enforcement of the 18th amendment to the Constitution lowered the boom on both barrooms and the alcoholic beverage producers, but Yuengling survived Prohibition by brewing "near beer," which contained only a half of one percent alcohol. The Yuenglings also went into the ice cream business, which is also still in operation across the street from the brewery.

With the repeal of Prohibition in 1933, the brewery again began to produce beer. Although at the time there were more than 700 breweries in the country, now there are less than 100.

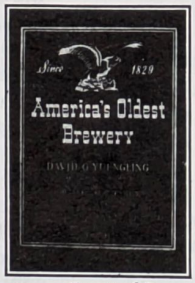
In 1976, Yuengling bought the label and recipe of Bavarian Premium Beer, which was bottled in Mount Carbon.

D.G. Yuengling & Son Inc. is dedicated to continued production of a fine, premium, beer, ale and porter.



Our 150th Anniversary

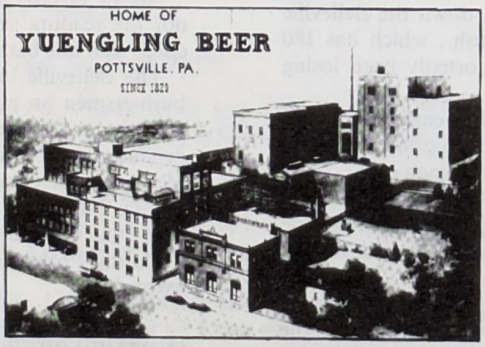
Brewery 1860



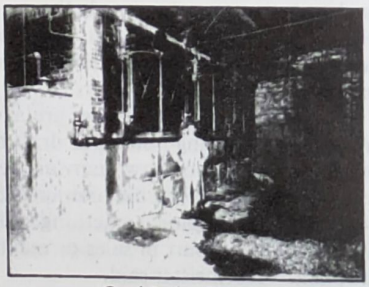
Plaque on Front of Brewery

Brewery 1830's

Blacksmith's Shop & Wagon Repair



Brewery as it Appears Today



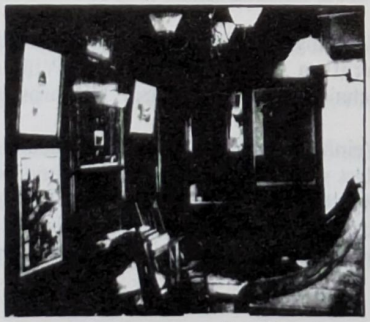
Coal Boiler Fireman

Group Picture taken about 1835

On This, Our 150th Year Of Brewing, We Take This Opportunity To Thank All Our Friends Who, In Past Years And Present, Have Enabled Us To Grow And Survive To Become The Oldest Brewery In The United States. We Salute You.

1829 America's Oldest Brewers 1979

Group Picture About 1850



Early Brewmaster's Office

Some Special Event

Brewery President

Foreign Brand Changes

By Marcella Schinski #3715

Well all you super "scoopers"* it finally happened. Our respective collections - Bob #682 (U.S.), and mine #3715 (Foreign) forced us to build a larger house. You can now reach me at: 2632 Spyglass Drive, Clearwater, FL 33519. 813-784-0762. *Gary Crossen (8068), Homer Bruneau (19106), Bob Prinz (6705), Darrold Bussell (360), Lee Ecola (17169), Dennis Drew (11565), Dick (4530) and Joanne Clark (14530), Bob Gervais (5793), Dick Roser (1045), Ken Simon (10269), Jack (4175) and Sheila (9068) Marshall, Murray Turner (17506), Mick Stevens (5830), Horst Wendland (780), Richard Haynes (18040), John Wheler (15549), Dave Pfaff (11401), and my "FULL" can man Ed Sadler (1210).

Arctic Lite Lager/Allied/Burton-On-Trent, England. Looks like the predecessor can (see March '78 issue) other than for the change to the brand name. Arctic Lite now within the rectangle and the word Lager below the rectangle. (Light is no longer part of the logo.)

Atlas Cerveza Lager/Nacional/Panama. Now available in aluminum having the words Cerveza Lager on both sides of this 0,355 litros can. (See July '78 issue).

Bavaria Pilsener/Bavaria/Lieshout, Holland. This is the same style label as the "Lager" which was shown in the Sept. '78 issue, but this "**Pilsener**" 33cl can is a true two sided can. The words VOLGENS FAMILIETRADITIE GEBROUWEN are at the top of the rectangle and BIRRA *CERVEZA*BEER*BIERE are in the bottom of said rectangle.

Bavaria Pilsener Beer/Bavaria/Lieshout, Holland. Another variation to this brand. Cerveza at top of can on one side; one the reverse side is birra normale at the top and biere blonde at the bottom of this 34cl white and green can.

BBK Pils/Bayerische/Kaiserslautern, Germany. Look this 0,331 can over very carefully. It's the same green, gold, and white can, **but** the BBK letters on the black barrel are considerably smaller and the encircled green leaves now have a **white** background.

1. **Big Louie Lager**/So. Africa. A promotion for Castrol GTX at the Castrol reseller conference in Bloemfontein and at Kyalami. The can represented a novel promotional approach by Metal Box in Cape Town and was filled with a popular lager brewed by South African Breweries in Port Elizabeth. It was reported people were looking in refuse bins for the cans. (Want to bet it was the four members of the Sprinbok Chapter). This is the second promotional can to be issued in So. Africa. The other "Golf Lager" was featured in the Jan. '79 issue. Louie reminds me of Humphrey Bogart, without the cigar-What do you think?

2. **Calanda Spezial**/Calana/Chur, Switzerland. Totally new label. All gold 33cl crimp steel can with blue and white accent colors. The "logo" and lettering is all contained within a white circle.

   Castle Lager/for Klaus Grasslin Ent.(Pty)/Gaberone, Botswana. Same cream colored 340ml can with castle and red ribbon but this can looks "naked" as there are no lines of red print and of course the SAB logo is no more.

3. **Cervoise Biere-Ale**/Labatt/Montreal, Quebec, Canada. An exquisite 341ml can; aqua and white can with aqua and gold bands. A gold sailing frigate with white sails is the focal point of the can with a blue sea and sky trimmed in red, white and gold. The word CERVOISE in red, on a white ribbon, completes the can design.

   Cinci Cream Lager Beer/Carling O'Keefe/Toronto, Canada. A red and white can . . . same as for Cinci Lager Beer with Imported from Canada on the front of the can. The collector who wrote me about this can bought a 6 pack of the Cinci Lager Beer which contained five lager and one cream lager can in said 6 pack.

4. **Davenports Coldstream Lager**/Davenports/Birmingham, England. Another brand for this brewery. All gold can with blue and white accents; lettering in black and white-440ml Low Carbohydrate Lager.

   Dinkel Acker CD-Pils/Dinkelacker/Stuttgart, Germany. All white 0,331 can with tan and gold bands at top and bottom and having the standard logo.

   Dinkel Acker Privat Import/Dinkelacker Wulle/Stuttgart, Germany. It's almost impossible to keep up with the changes to these 5.0 barrels, and at this time there are two more to report on. 1-Dinkel Acker (still in gold), Privat (in black), with the work Import directly beneath. There are now two lines of print in the bottom black band. 2-Same as above but the word Privat is now **silver** (not framed by a rectangle) and 5 Liter-169 US FL. OZ.-1.32 Gals in black band directly beneath Dinkel Acker.

5. **Ex Bier Malt Beverage**/Zum Gurten/Wabern/Bern, Switzerland. A brew made with water, malt, hops, yeast, natural carbonation-(non-alcoholic) is the wording on the non-seam side of this 33cl all white can, having a gold band at the top and bottom. All lettering is in gold, red, and black.

6. **Falkenbier Edelfalke Spezial**/Hurlimann/Zurich, Switzerland. The hunter falcon (in white) dominates this 35cl can, with bands of white, tan, blue, red, tan, and white from top to bottom. The words BRAUEREI FALKEN AG SCHAFFHAUSEN SCHWEIZ/SWITZERLAND appears at the top amd Gebraut und abgefullt durch (brewed and canned) **Hurlimann** AG **Zurich** is on the side.

   Fullers Bitter/Fuller Smith & Turner/Chiswick, England. 3.86 picture can with same colors as the Pale Ale can (May '77 issue) but this can has **6** brewery scenes on it; brewery house, mash tun, copper, fermenting vessels, beer cellar, and tavern.

   Guinness Export Stout brewed in Dublin by Arthur Guinness-Canned by Export Bottlers Ltd. in Liverpool, England. A noteworthy change for the astute collector to this 12 oz. can; the black can with the tan oval and Guinness in red and tan lettering. On my original can the word Guinness appears 9 times in each of 3 rows horizontally around the can. The new can has the word Guinness 11 times in each of the three rows. This new label was obtained aboard the Queen Elizabeth II on a return cruise from Puerto Rico. Unfortunately for me I wasn't aboard for the cruise, but I did get the can so all was not lost.

7. **Guinness Extra Strong XXX Stout.** Imported from Ireland by Arthur Guinness (London). Black 275ml crimp steel can with a gold band at top and bottom of can having a black oval containing all wording and Harp "logo", trimmed in coral and beige.

   Hansa Pilsener/S.A./Johannesburg, So. Africa. There's a wording change to this 340ml can. "24% Less Carbohydrates Than Average" in two lines of print, at the very top of this can, (English on one side and Afrikans on the reverse). "Less Filling-Full of Flavor"* appears directly beneath the word Hansa. "Minder Vullend-Vol Smaak"* appears immediately above the word Pilsener. * These words appear on both sides of the can.

8. **Harp Lager**/Harp Lager Sales/(London, England). Duty Free L1 Refund Offer (440ml can) when you buy 20 Large Cans of Harp Lager.

   Heineken Draught Lager Beer/Whitbread/London, England. Available now in the 2.221 size. Same grey can, green oval, red band at top and bottom with the words DRAUGHT LAGER at the top and SERVE COOL at the bottom.

   Heineken Pilsener Bier/Heineken/3 Cities, Holland. This 33cl extruded steel can is the all **green** can with the red star.

   Henninger Export/Henninger/Frankfurt, Germany. There's a wording change to this **4.1** gold crimp steel can. "Export-Bier der Meisterklasse" (in 2 lines of print) appear on the can front as does HENNINGER-BRAU KGaA FRANKFURT/MAIN in small block letters.

9. **Hertog Tan Bieren Pilsener**/Holland. By far one of the most attractive 5.0 barrels to be put on the market. A dark brown barrel with a king in regal red robes and fur cape hoisting a foaming mug, all framed on a yellow parchment. Incidentally this is a 3 sided barrel - the first one I've seen. (Thanks Galloneer #1 for your expertise as regards this can).

   Keith's India Pale Ale/Keith's/Halifax-Nova Scotia, (Canada). This 12 oz. fl. can is still green, with red and white accent colors, but now contains a line of print at bottom of can (brewery name, location, contents, etc.). The deer head focal point in the center of the can is considerably changed. The word Biere preceeds the words India Pale Ale in the red rectangle of this 2 sided can as well.

   Keller Lager/(no brewery name and location shown but it's for Klaus Grassling Ent. (Pty), Gaberone, Botswana). Contains the same label and colors as the So. African breweries can, but "LAGER MIT DEUTSCHEM CHARAKTER" replaces LAGER MET 'N DUITSKE KARAKTER on the one side of this 2 sided can. (Naturally the SAB logo on can side is gone) - 340ml crimp steel can.

   Labatt's Special Lite/Labatt/12 Cities, Canada. Off again, on again, Finnegan. The Lite was re-issued. It was taken off the market due to a poorly constructed carton but is now available in a stronger carton. Keep checking this column for up to the minute news on this brand.

   Lion Lager/for Klaus Grassling Ent. (Pty)/Gaberone, Botswana. Identical gold can with lion head at top but O.C.B. LTD. is not in white band beneath lions head and SAB logo has also been eliminated. "Golden-Good . . .Rich with Flavor" appears on **both sides** of **this** 2 sided **can** - 340ml crimp steel can.

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Lowenbrau Special/Nacional/Panama. This 0,355 litros crimp steel can is a twin to the Nicaragua aluminum can, other than for brewery and location. (Jan. '78 issue). Originally produced for export only, but now sold locally in Panama since 12/6/78.

Lowenbrau Special/Granges/Sweden. This 45cl can is reminiscent of the German Export can and is under license and supervision of Lowerbrau Muchen in Sweden.

Musta Hevonen III/Sinebrychoff/Helsinki, Finland. A set of four - 0,451 scene cans; all cans have 4 running wild black stallions; 1 - yellow sky, orange mountains - no trees on right side. 2 - blue sky, blue mountains - no trees on right side. 3 - orange sky, green plains, with trees on right side. 4 - blue sky, green plains, with trees on right side.

Norseman Lager/Norseman Lager Ltd./Edinburgh, Scotland. Same Norseman within the oval, but the oval is higher on this 15½ crimp steel **2 sided** can with a line of print across the bottom of the can. The brand is now issued by Norseman Lager Ltd. and has been available for quite some time.

OK Pilsner Quality Beer/National/**Tel-Aviv**, Israel. Now available in a 34cl crimp steel can, having the identical label although the entire label is smaller in size. City location is new, too.

10. **Oro Cerveza Lugo***/Union/Spain. An all white 35 cl can with 3 gold bands (all different widths) at the top and bottom. Oro in red, Cerveza Lujo in black all encircled by 3 gold bands of varying widths. The words Cerveza Especial (in black) appear near the bottom of this straight steel can, but only on **one** side. Also available in crimp steel. Thanks Dick for the translation via your daughters English/Spanish dictionary. *''Golden Beer Supreme''.

11. **Panama Export Lager**/Nacional/Panama. Another new brand from this country having been in production since 12/11/78. All white 12 fl. oz. aluminum can, with a red band containing white lettering at the top and bottom. A red, white, and blue crest, trimmed in green highlights this can.

Risingsbo Riksdaler Special II/Risingsbo/Morgardshammar, Sweden. Another similar looking can, a twin to the Lattol Klass I as reported on and shown in the Sept. '78 issue, except this is a blue, black, and gold 45cl can.

Rogue Longbrew Beer/for Klaus Grasslin Ent. (Pty)/Gaberone, Botswana. Still a black can with gold elephant, but only the words MALT STRENGTHENED (in white) are at the top and LONGBREW BEER (in white) are at the bottom of this 340ml crimp steel can. Also SAB logo is no where to be found.

Royal Club Shandy/Vrumon/Bunnik, Holland. I obtained my first shandy can from Holland. A tan, 0,33 liter can with black and green letters.

12. **Satzenbrau Diat Pils Strong Lager**/Satzenbrau Dist. (London)/Ireland. Attractive orange and black can available in the 275ml (shown) and 440ml sizes. Cream colored oval, containing brand name, eagle and contents, etc., trimmed in orange and white. ''Registered Trade Mark'' at top, and ''Brewed in Ireland'' at the bottom of the white oval. This is another one of the brands advertised in ''BALANCE'', the official publication of the British Diabetic Assoc.

13. **Skol Export Beer**/Allied/Burton On Trent, England. All deep yellow/orange 33.1 cl can, with world globe logo. SKOL in large block maroon letters, Export Beer in black script letters. This can was produced about November for export to Iran and is now obsolete.

14. **Skol International Bier** brewed and canned in Rotterdam, Holland by Skol for export to Israel. Two additional cans are on the market now. (a) - 2 lines of print at bottom of
15. gold circle. (b) - 1 line of print at bottom of white circle, 2 lines of print at bottom of gold circle (1st can shown in Nov. '78 issue - note line of print at bottom of can in addition to 2 lines of print at bottom of gold circle). Only English letters on back of all three cans.

Spar Lager/for Spar/Harrow, England. Same blue can, with green, white and light blue accents, but 440ml 15.5 fl. oz. now appears on can face at the bottom in white.

Tennent's Lager/Tennent Caledonian/Glasgow, Scotland. The typical Tennent's ''T'' Lager label on the front of this 3.9 pints can. ''The Big One'' in white letters on a red background appears at the top left of this can face. Erica in living color is on the back of the can (See Nov. 77 issue - Picture 16).

Thor Pilsner Skatteklasse I/Jyske/Randers, Denmark. A 25 can set of 45cl Andy Capp cartoon cans is also available from the Jyske brewery. Jyske Bryggerier A/S DK 8900 appears under the 3 white stars in the circle in place of Grundlagt 1856 from the Thor brewery.

16. **Tropical Tipo Lager**/Elaborada en espana per Sical, S.A./Las Palmas de Gran Canaria. A new brand for the Canary Islands, a 35cl can with yellow background; black, white and red label; produced in Spain.

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17. **Truman Light Ale**/Truman/London, England. Complete label change. All blue **440ml** crimp steel can with gold and white lettering and "logo".

Tuborg Green Label Danish Pilsener/Tuborg/Denmark. This 35cl can has the same green and gold label but on this can the logo is shaped more like an oval, as compared to a circle on the 28,4cl can. On the 35cl can there is additional wording in the white trim at the top of the oval and a full line of wording in the white trim at the bottom of the oval.

Zulia Cerveza Tipo Pilsen/Nacional/Venezuela. Identical gold, yellow and blue label but now **0.295 LT** (10 oz.).

My personal thanks to Dennis Drew (11565) and Andre Heilberg (2800) for their combined assistance in getting the foreign composite list of cans from the African continent up to date for the 1979 roster. In that same vein, Johan Bjorksten (17503) was of invaluable help regarding the bountiful brands of Sweden. Last but definitely not least, to Kent Andersson (13910) for help not only with cans from Sweden, but Denmark too.

continued from page 6

that night we stayed at the REGENCY hotel, the next day in YORKTOWN REX traded OUR chrysler NEW YORKER for a JAGUAR, we were now driving along the EASTERN area of OLD GEORGETOWN near washington d,c, we met the AMERICAN, AMBASSADOR, at the EMBASSY CLUB, he said he would take us on a tour of the SENATE, and CONGRESS but the KINGS, JESTER and his PLAYMATE were busy lifting OLD TANKARDS of COORS at the SENATORS CLUB.

OUR, BEST bet was to CIRCLE, HERMANS MONUMENT and PROGRESS into the COLONIAL, PENNSYLVANIA DUTCH country, these OLD STYLE, PEOPLES are ACE HI in MY, POINT of view we visited FORT PITT, and FORT SCHUYLER, an OLD RANGER showed us the CHARGE at VALLEY FORGE, we rode a OX CART pulled by a MULE up POCONO MOUNTAIN for some MOUNTAIN BREW we sat down on a CRYSTAL ROCK and drank some COLD SPRING water from OUR view you could see the LEBANON VALLEY, WEST VIRGINIA, OLD READING and the GARDEN STATE, LEHIGH VALLEY and the IRON CITY.

we dined at the COUNTRY CLUB with the GRACE BROW. we had broasted GAMECOCK, AMBROSIA, and CHAMPALE, i also ordered a STERLING, SILVER MUG, of GENESEE, PEARL had a MANHATTAN we were flying high on CLOUD NINE.

the next morning we were on to the BIG APPLE, on the EASTSIDE at KARLS bar i was talking to a fellow who i thought was the DUKE of WINDSOR, it turned out he was a ARISTOCRAT who lived in HYDE PARK he was a member of the IVY LEAGUE set.

these NEW YORKERS are busy folks, so we started out for CAPE COD we stopped at a TAVERN called the CONNECTICUT YANKEE for a glass of LOWENBRAU, it was managed by a TRU BLU, ALL AMERICAN couple named ROSALIE and CLYDE, they were graduates of HARVARD, they EXCELL with their menu, everything to PERFECTION.

WE FINALLY ARRIVED AT NARRAGANSETT bay and there was the ATLANTIC ocean, we were walking in a NORTHERN direction picking up SCHELLS on the beach we came upon a small boy with a RED CAP he had a big BULL DOG on a leish, he said the dog was a TROPHY winner but you had to handle him with a VELVET GLOVE, he was a big BRUT.

on the way back to the ROYAL, SHORE CLUB we saw HULLS of ships one with a RAMS HEAD on the bow, folks say they were left by the VIKINGS, being the THRIFTY, PEOPLES we are we decided we could not afford the SHORE CLUB, so we just had a couple STEINS of FALSTAFF and left the BAY STATE and headed in a WESTERN DIRECTION we stopped at the UTICA CLUB for a bottle of MAXIMUS. of MAXIMUS.

in columbus we snapped a picture of a CARDINAL setting on the head of the statue of GAMBRINUS, we stopped along the highway by a CLEAR LAKE to rest, there alongside a BUSCH was a BULL FROG ready to SPRING into the water, after we were refreshed we headed in a NORTHERN direction to OLD CHICAGO, there while driving down WINCHESTER st. i saw a used car lot, the BANNER above said BILLY the PRICECHOPPER, how LUCKY you found me. i fell in love with a BLACK & WHITE, CHEVY 85, with a BLUE & GOLD interior, it did not have a STANDARD shift just HI LO,

we now headed for the MILWAUKEE VALLEY and the LAND O LAKES country we passed OLD MILWAUKEE and headed up RIB MOUNTAIN this was PAUL BUNYAN territory, you could see lake superior which is one of the the GREAT LAKES we ran into the DRUMMOND BROS. they are a couple SPORTSMAN who were looking for a BIG CAT.

we decided to have a few glasses of STROHS and turn in for the night, to start early in the morning for OLD ST. LOUIS where we took a brewery tour at anheuser BUSCH we ask a OLD DUTCHman sitting on a KEG for directions, he introduced us to the BREWMASTER we ask him how was the BREWERS BEST way to make BUDWEISER, he said they look for FINER FLAVOR, this is done as the GOLDEN GRAIN slowly COOKS he said their A 1 beer is MICHELOB and should be every BREWERS CHOICE.

when the tour was finished we started towards the GOLDEN WEST through TOWN & COUNTRY and the GRAIN BELT where they were having a GOLDEN HARVEST.

on to DENVER where we hit the sack early at the IMPERIAL MOTEL, the next morning we drove to colorado springs, drove up to the CREST of PIKES PEAK the view was beautiful the mountains with their SILVER PEAKS look like the MATTERHORN we then went to south DAKOTA to a AMERICAN indian RESERVE we met CHIEF OSHKOSH and his three sons BLACK EAGLE, BLACK HAWK and BLACK HORSE, we bought some ARROWHEADS and ARROWS also a TOMAHAWK from them, i think they were from the IROQUOIS tribe. we left there for the BIG SKY country we went in a OLD TAVERN in BUTTE for a drink of HIGHLANDER beer, a OLD GERMAN and a OLD ENGLISHman got into a fight, they both had a couple SHINERS the OLD ENGLISHman ran out of the saloon got on his MUSTANG which was hitched in front of the RIALTO theatre and rode away.

we went on to GREAT FALLS and to GLACIER national PARK, it gets quite KOL here in the evenings, we stayed in a LOG CABIN in the PARK. the next morning we left before sunrise, a falling STAR caused some ROLLING ROCKS to almost block the road, we crossed the CASCADES to TACOMA and the PACIFIC ocean which BALBOA was the first to see, south to the GOLDEN STATE into SUN VALLEY and across the GOLDEN GATE bridge to OLD FRISCO and the GOLD COAST down to OLD MISSION where the PADRE welcomed us HOME, it was a BONANZA of a trip, but you can bet your SWEET LIFE if we make another trip during the CHRISTMAS HOLIDAYS we will go by JET.

Editor's Note: These type of stories are received very frequently by the News Report staff. Although a good thing can be overused, maybe we can insert a story of this nature every year or two.

CHAPTER BREWINGS

by Jim McCoy #136

NEW OLDE FROTHINGSLOSH . . . INSTANT DUMPERS!
A tip to all of you on those new Old Frothingslosh cans. I already noticed that they rust just looking at them. This is much like the Hamms Draft Barrel can, it also rusted just sitting on my shelf. The cure is to spray these cans with clear acrylic. It's a clear enamel to prevent rust, and really, you can't tell it's even on the can. May be a good idea to do some of those real rare cans that have been treated in oxalic, I've done this too, it works really good. It prevents the cans from rerusting, on new cans you can't tell it's even on it.

Big Beer Brotherhood Rustic News

HMMM . . . WONDER IF ORKIN HAS ANY JOB OPENINGS?
With the number of new housing areas being built in the OKCC area and near Tulsa, someone is bound to unearth some old cans. After talking with an exterminator the other day, it was learned that he has found many old cans, including Progress cans, under old houses that he has been contracted to do. When asked what he did with them, he replied "I usually kick them or pull them out and throw them away, after all they could attract bugs". Maybe he'll invite us to go with him next time so we can "throw them away".

Progress Report

I'LL SECOND THAT!
I view the Maverick letters to the editor and editorials slamming the BCCA as amusing. What these people seem to miss is the BCCA is an organization with by-laws and governing rules **voted** on by the membership as opposed to a number of other organizations with similar goals, but a non-voting following. I, for one, enjoy voting at each canvention; thereby having some voice in some of these controversial topics.

Big Beer Brotherhood Rustic News

THE LAST THING TO GO ON HARRY WILL BE HIS HEART!
I knew all about the fact that beer drinkers had less heart attacks than non-beer drinkers. In fact awhile back it was published in the newspaper that a beer a day helps prevent heart attacks. One day at work I was talking about this fact with another guy and a non-drinker came up and stuck his 2 cents worth in, saying none of that stuff is any good. I just turned around and told him that I was safe from heart attacks until 1999 and was going to start on the 2,000 the next day.

Big Beer Brotherhood Rustic News

ANOTHER OVERPAINT!
If you have some Burger Beer cans by Burger you may have a Red Lion Malt Liquor can. On the seam there are letters barely visible through the paint and on the can you can see the outline of the silver on the claws of the lion.

Queen City News Report

WISDOM DEPARTMENT:
Success come in CANS
Failure comes in CANT'S

Springbok News

WELL PUT!
Prohibition made you want to cry into your beer and denied you the beer to cry into . . .

News from the Valley of the Flowers

A TIP THAT MIGHT HELP YOU AT FUTURE TRADE SESSIONS.
With December comes the winter snows, the end of can hunting, and the end of most trade sessions. It is also a time when most are too busy with getting ready for the holidays to do much with their collections. With everything slow in the can world this time of the year, except Pitt & Schell's Brewerys who are still very busy cranking out new can designs, it is a good time for all of us to take what little time we have to relax and take care of those things in our collection that we never seem to have time to do any other time of the year. This I find is the best time to take count or inventory on what cans I have or need, to put some kind of order in the collection and check cans off in a book or list so when the trade sessions roll around again, I can tell what I need and don't need. I also like to take inventory of my trading stock as well. Keeping your traders in order is also a big help when you want to make verbal offers after finding a can for trade that you've been looking for since year 1. Many a times I have come across cans like this only to find I didn't have the ammunition with me to make the trade, but knowing what I had in trading stock at home would help secure the can. Keeping accounts like this are important, and no matter how one tries keeping them up they still seem to need regrouping at least once a year. What better time than now, in the slack season? If you don't already keep records, why not try it? I think you'll find it well worthwhile when trading becomes active and you start attending those trade sessions.

Buckeye Newsletter

FOR ALL YOU COLLECTORS WHO LIKE 'EM BIG!
A new BCCA "At Large" club just formed - The Galloneers - for anyone who collects 24/26 oz. - 4, 5, 7 pints - 3.8, 4, 5, 6, and 7 liters. For more information, write Leonard Dicker #9598, 9485 W. Sumac Road, Des Plaines, IL 60016.

49er Diggins

ARE YOU A BIRKOLOGIST?
Why not call this hobby BIRKOLOGY? Birk and ol is Swedish for can and beer, and the Swedes do make some of the nicest cans around. It also sounds very scientific.

Springbok News

TIME AND WEIGHT - THE DRUNKENESS FORMULA.
This table shows the number of drinks required to raise blood alcohol level to .10% — taking body weight and time spent drinking into account. For example: a 140 pound person having 6½ drinks in 4 hours would reach the .10% level, which the Legislature established as conclusive evidence of intoxication.

Weight	1 Hr.	2 Hrs.	3 Hrs.	4 Hrs.	5 Hrs.	6 Hrs.
90	2¾	3½	4	4½	5	5½
100	3	4	4½	5	5½	6
120	3¾	5	5½	6	6½	7
140	4½	5¾	6½	7	7½	8½
160	5	6½	7½	8	8¾	9½
180	5½	7½	8½	9	10	11
200	6	8	9¼	10	11	12
220	7	9	10	11	12	13
240	7½	10	11	12	13	14
260	8	11	12	13	14	15½

The chart considers a drink to be one ounce of alcohol or **12 ounces of beer.** The estimates come from a drink-drive calculator distributed by the State Division of Highway Safety.

North Star News

ANY OTHERS AROUND?

Rick Poore reports that when Narragansett had the ALE, PALE, and LAGER cans in the late '30's, there was also a Narragansett light BEER (with BEER in bold type at the bottom). The BEER can is supposed to be represented by a single can in a Chicago collection. Has anyone else seen one?

Pickwick Papers

SOMETHING TO THINK ABOUT!

It seems that a number of collectors have voiced their opinion of boycotting Schell's for their mass production of private label cans. Why do we try to save the small brewery if we're going to boycott them when they have found some small item like cans to keep them going for a time. We should be boycotting breweries like Schlitz that caused the closing of Peter Hand through illegal payoffs.

Knickerbocker Knick Knews

A WORD TO THE WISE!

Shame about the vandalism. Some were our people and some were not and we are going to have to keep them out of our hospitality rooms. Emphasis will be made to the Chapter to start policing their rooms. If things don't improve, we have already discussed that the Chapters may have to hire guards before being allowed to open a hospitality room. Hope it doesn't have to come to that.

Big Beer Brotherhood Rustic News

LOOKING FOR A COMMUNITY PROJECT FOR YOUR CHAPTER?

On August 16, 1978, Glenn Adams and Ray Knisley presented a lecture on beer can collecting to over one hundred guests at the Rosedale branch of the Baltimore County Public Library. All of the tickets were claimed within hours of when they were offered. In addition, a few adults and gate-crashers were in attendance.

Glenn's presentation dealt with the history of the beer can and Ray covered grading of cans (since only he could produce a grade 47 current).

The 30 minute lecture was followed by 90 minutes of trading inside the library, which was followed by a respectable amount of trading on the lawn after the session was officially over.

Since that time a similar presentation was made by Mike Gehrmann and Dale Warram at the Cockeysville branch.

Other branches of the Baltimore County Public Library have also expressed an interest in having us lecture to interested people in their areas.

If any members wish to donate a few hours to help with a presentation please contact Glenn Adams, 7344 as soon as possible.

Chesapeake Bay Dredgings

PREMIUM MUGRAGE GOES OUT OF TOWN FOR TWO WEEKS AND LOOK WHAT HAPPENS!

To keep your local brewery open you have to buy their beer and by the looks of things we're not drinking enough because Ranier has layed off 48 people and Loy has layed off 140 during the past two weeks.

Rainier Ripples

ANY WAY YOU LOOK AT IT, IT'S JUST A PIECE OF PAPER. IT'LL NEVER BE A CAN!

One of the obligations of a newsletter of this sort is to warn fellow collectors of potential Rip-offs in the hobby when they arise. The past few months a number of paper label "reproductions" of desirable cans, such as Playmate, Tiger by Jackson Brg. and Whitman & Lord, have been coming from an unidentified source in the Reading Pa. area. While these are good quality repro's, and look almost real, they are pure GARBAGE to a serious collector. We have not heard of anyone passing these off as the real thing, but the fact that they are being sold and traded is an indication of a certain deterioration of our hobby. Do antique collectors buy repro's? Do coin collectors? Stamp collectors? **NO** Then why beer can collectors? These cans are next to worthless except as a conversation piece, and will never gain in value as a true collectible will. What do you think the people who sell these fake cans do with the money they make? Buy more fake cans? NO WAY! They put the money into REAL, VALUABLE, collectible cans for their personal collections. If you buy cans as part of your hobby, then for your own sake DON'T buy any of these novelty items. Can collecting may be a fun pastime, but there's no getting around the fact that it also can be an investment, if you want your collection to be worth something someday, stick with the legitimate, quality cans, and let the Forgers sit on their junk.

Horlacher Highlights

FALLS CITY GOES TO HEILEMAN

G. Heileman Brewing Co. has acquired the assets of the Falls City Brewing Co. in Louisville, Kentucky. The brewery in Louisville has been closed and apparently the Falls City and Drummond Bros. brands will be made at Heileman's plant in Evansville, Indiana. Billy Beer, however, was not included among the assets purchased by Heileman, as they said that they wanted to part of it!

Packer 6-Pack Report

ANOTHER MYTH DESTROYED!

To clear a myth about Harry Keithline, he is not the type of guy who drinks **ANYTHING.** Harry was in my room at the Marc Plaza and stated, "I will have a beer with you if you have anything else but Old Heidelbrau." So he drank a Stag. Hope this clears any misconceptions about The Sober One.

Bluff City Can-O-Gram

AT LEAST BILLY BEER WAS GOOD FOR SOMETHING!

According to the Wall Street Journal, the recycling plant of Reynolds Metals bought up more than 8.8 million empty Billy Beer cans. G. Heileman had not picked up the label when they purchased the other Falls City brands.

Packer 6-Pack Report

I HATE MEN!

I hate men because they take me to parties, bedrooms and alleys. They fondle me with their hands. They get me cold and hold me to their lips and drain the life out of me. After they abuse me terribly they throw me away and leave me for the trash men. Why should they take advantage of me? After all I'm only a beer can . . .

News from the Valley of the Flowers

NOW WE KNOW!

Speaking of mail. Used to be a letter would be delivered in a day or two for ten cents. Now, for 15 cents it takes maybe 3 to 4 days. Finally figured out why the additional cost. There is a storage fee.

Big Beer Brotherhood Rustic News

SCHELL'S MUST BE KEEPING THEM BUSY!

It seems a brewery must have long range plans before a label change is approved. A six to eight week waiting period is needed for federal approval. This also includes color modifications. After federal approval is completed, a brewery must apply to each state for label approval. Cost is $25 per label per beer name and type. Example: Schlitz beer and Schlitz malt liquor are two different labels requiring each their own state permits. Which by the way are not for keeps. These permits are renewable every three years. The brewery must also supply to the State a form with a list of distributors who will be handling the product.

Red Fox Sez

WHY IS IT?

Why is it that around half of the new "current" cans shown in each new issue of the BCCA News Report cost you 2-1 in trade?

Olde Frothingnews

GUESS WHO PAYS FOR IT? THAT'S RIGHT, YOU DO!

One note from the Marc Plaza was not to worry about the damage. We all helped pay as it is automatically figured into the room rates. By the way, the Shriners had a convention the week before and did considerably more damage.

Big Beer Brotherhood Rustic News

SURE, THAT'S EASY FOR YOU TO SAY!

Some people can drink beer just as well sitting down as they can standing up, but most people can't stand up so well after they have been drinking beer sitting down as they can sit after drinking beer standing up . . .

News from the Valley of the Flowers

VALUE LINE WHAT?

I can recall my "ho-hum" reaction to seeing a six pack of L&M, Old Gibraltar or Old Dutch in Los Angeles Liquor stores. After all, it didn't matter what container it came in. We knew it was all Brew 102, and drank it because it was cheap.

I'm sure Cacti Pete #418 felt the same when in 1970 he spotted a pyramid of Value Line Stout Malt Liquor cans in the beverage department of a Fedco department store. Not being a beer drinker, Cacti only wanted one can for his collection. An agrument ensued with the liquor manager who insisted he buy a six-pack. Lucky for beer can collecing, the manager won. Cacti dumped the liquid, put one can on his shelf, and traded five to other collectors. He returned for another sixer a short time later and found the supply gone.

The can is a 16 oz., straight steel tab-top. The bottom two-thirds of the can is red and the top one-third is white. The background of the front rectangular shield is deep maroon, and the lettering is white. The shield is surrounded by a metallic silver band.

Cacti says it's possible another collector bought and saved Value Line Malt Liquor during the same period, but he has never found one. In 1976, Glenn Hintz #1722 found two more Value Lines in the rafters of an apartment carport. This brought the total to eight.

Hard to believe the can is in such short supply? In 1977 Bob Czerny #7659 went looking for the can to complete his 16oz. collection. Bob traced Cacti's original six-pack and contacted advanced collectors in search of additional cans. He found a total of nine. A few more cans were recently found in the defunct Maier Brewery. I estimate the total number in collections across the country to be less than a case.

The can has received little publicity in the past. Consequently, it's popularity is considerably less than Soul, King Cole and other notorious Maier brands. Those of us who aspire to someday have a complete Maier collection, believe Value Line Malt to be one of the very rarest cans from that brewery.

Golden State Newsletter/Dan Andrews

HOW TO TELL IF BEER IS FRESH.

For the past eight years, I've collected Breweriana. I've also been on the never-ending search for the perfect brew. I've made a vow to drink local beers. I also encourage others to do so.

Unfortunately, local brews don't sell as fast as the Big Four. Beer has a shelf life of 3 to 6 months. Thereafter, it starts to break down and lose its flavor. Beer is a food and spoils like other foods.

I've found a way which may help guarantee a perfect brew. This only works with bottles as you'll see. While in the beer store, slip a bottle from the 6-pack. This can be done without tearing it by lifting the side flaps and pulling it out. Hold the bottle upright in front of some light source and quickly turn it to the right, then straight up again. Look at the beer through the lighted background. It should be crystal-clear. If you should see a cloud rising from the bottom, the beer is stale. This is sediment and a sign for you not to waste your money.

I feel this is one reason, along with several others, that small brewers are in trouble. Their products sit in the store for several months. Someone buy it and remarks, "This tastes like ---T! I'll never buy this again!" Next time he buys Bud.

Unfortunately there is no way of telling the length of time canned beer has been laying in the store. The only way I've found is to look for dirt or dust on the top of the six. If there is enough of it, don't buy it.

Support your local brewery!

Garden State Newsletter/Steve Pawlowski

AN IDEA FOR YOUR CHAPTER MEETING ROOM.

There will be an attempt to create a "Rogues' Gallery" of sorts, containing the "mugs" of our members. Individual cans will show a member in some special way he is known to all. A display will be exhibited in Deposit next spring if it is ready. Also, if interested, additional copies can be obtained for personal use. To be included, simply send a photo to me that you think captures the real you. The negatives will be a big help, but photos alone will do. Go for the truly individual and unusual, since we are sure to have "Rust Kings" or "Dump Demons."

Southern Tier Newsletter

NO KICK, HE KICKS!

After drinking six pints of lager, a motorist in Kent, England, was stopped by police and asked to take a breath test. He passed the test, but was not happy about it. In fact, according to the Royal Society for the Prevention of Accidents' *Care on the Road* magazine, he wrote an angry letter to his local consumer protection office claiming that the beer was understrength. The complaint was checked out, but tests showed that the brew in question was indeed up to par.

Bullfrog Frogs Log

TALK ABOUT INFLATION!

In 1927, Henry Ford introduced the Model A Ford for $385.00 — Now several different Beer Cans are valued at more than that! . . .

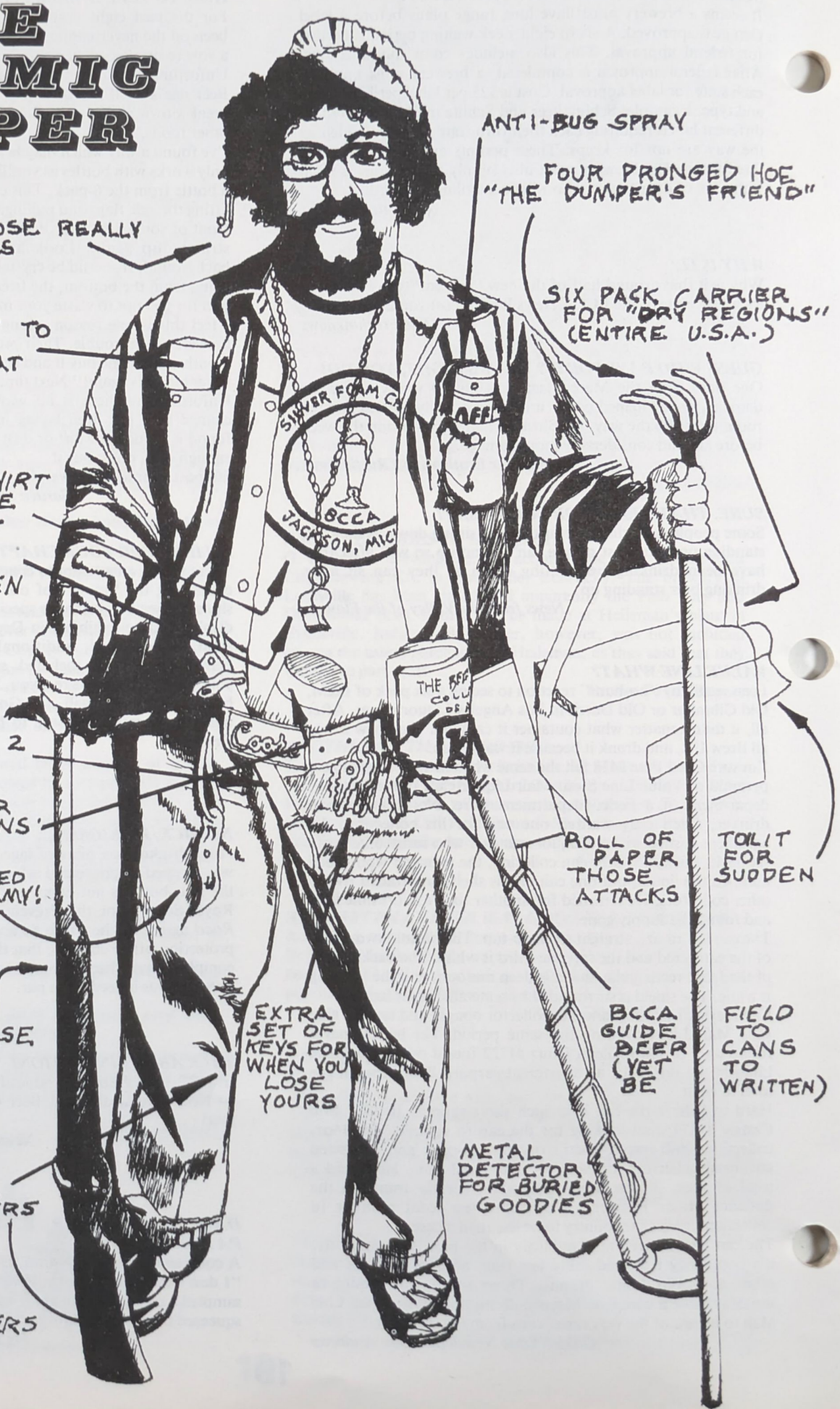
News from the Valley of the Flowers

DAN HAD BETTER WATCH THE PLACES HE PATRONIZES!

A comment from Dan Satran, Editor of the Eagle River News. "I don't care much for those new light beers. The other day I sampled a can and I thought it was about as tasty as if someone squeezed out a bar rag into my glass."

Big Beer Brotherhood Rustic News

THE DYNAMIC DUMPER


ANTI-BUG SPRAY
FOUR PRONGED HOE "THE DUMPER'S FRIEND"
NOSEPLUGS FOR THOSE REALLY SMELLY DUMPS
SIX PACK CARRIER FOR "DRY REGIONS" (ENTIRE U.S.A.)
MINT PABST FLAT TO IMPRESS OTHER DUMPERS WITH WHAT YOU'RE FINDING
LOCAL CHAPTER T-SHIRT TO CONVINCE POLICE YOU'RE FOR REAL
A WHISTLE FOR WHEN YOU ARE REALLY LOST
BAYONETTE FOR HARI KARI SUICIDE WHEN YOU PUNCH A HOLE IN A GRADE 2 "CLIPPER PALE"
CAN OF "ACID" FOR THOSE 'QUICK CLEANS'
CHURCH KEY FOR THOSE FULL, UNOPENED FLAT DUMPERS. YUMMY!
ROLL OF PAPER THOSE ATTACKS
TOILT FOR SUDDEN
A .22 FOR SMALL VERMIN AND A FALSE SENSE OF SECURITY
EXTRA SET OF KEYS FOR WHEN YOU LOSE YOURS
BCCA GUIDE BEER (YET BE
FIELD TO CANS TO WRITTEN)
METAL DETECTOR FOR BURIED GOODIES
BOOTS FOR GLASS AND BARBED WIRE. DENIM FOR PRICKERS AND BURRS
SUBMITTED BY R. VENNERS #8842

Can Close-up

Bill Christensen #33

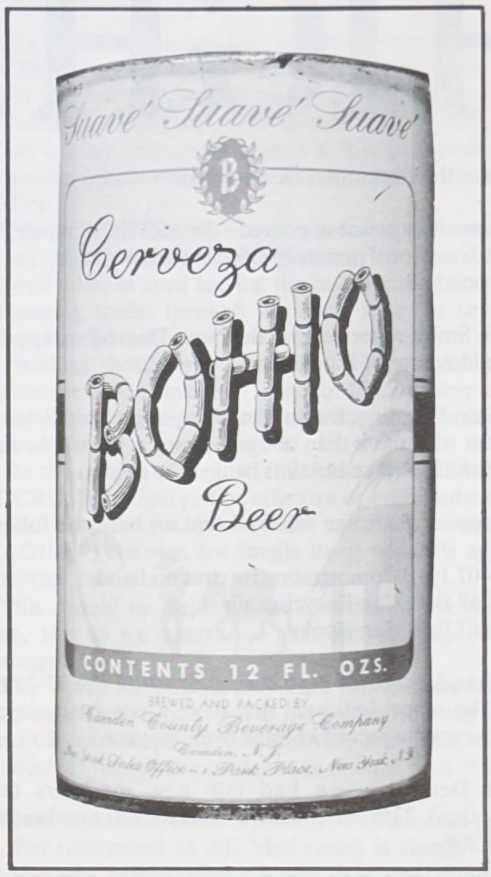
Cerveza Bohio, Camden Lager Beer, and the semi-mythical Camden Book were the brands of the Camden County Beverage Company of Camden, New Jersey. They also bottled Lord Camden Ale. The Camden names are obvious choices of brand names for local distribution, but why Bohio? Was it an export brand? We shall see.

Before Prohibition Camden County Beverage was owned by F.A. Poth's of ugly, rare Philadelphia can fame. After Repeal it was an independent operation. It never was a giant brewery, but by the name it gave up the ghost in the early 1960's annual capacity had crossed the 100,000 barrels mark. Logically enough, its principal area of distribution was in South Jersey.

Bohio (pronounced BO-EE-O with the accent on the second syllable) was also intended for local distribution, not export. Buy why a Spanish language brand name in southern New Jersey?

A bohio is a little grass or wooden shack like the one shown at the bottom corner of the label. It is Dominican slang. During the period when Rafael Trujillo was dictator of the Dominican Republic many of his opponents were forced to go into exile. One such refugee community was in the vicinity of Camden, New Jersey. To them the brand name and the beer were a little taste of home.

The can is a white flat top produced by Crown Cork & Seal. The trim is in red, yellow, and black. It was produced in the middle to late 1950's. It was one of the rarest New Jersey flat tops until Bud Mazzeo came up with a few of them some years ago. Bud's cans are now dispersed, so Bohio is once again a much sought after brand name.



HUBER CLASSIC'S

The second set in the Huber Classic Beer series has been announced. However, it has been delayed. This set, which commemorates the breweries from Chicago, was designed by Robert Lowery, who is, among other things, an illustrator for the New York Times.

The six cans in the set are as follows:

1) Lill & Diversey's Brewery 1856
2) Peter Schoenhofen Breweing Co. 1867
3) John A. Huck's Brewery 1871
4) Bartholomae & Roesing 1873
5) Gottfried Brewing Co. 1882
6) Michael Brand Brewery 1881

Originally scheduled for a January release, the cans now will probably not be out until the middle part of March.

The delay is due, in part to a power struggle involving Fred Huber, president of Huber Brewing, and Frederick Regnery, a member of the board of directors. The problem involves the defunct Peter Hand Brewery, stock transfers, and probably law suits. At this time the courts are trying to decide who owns what, and who has to pay back a loan of $2.5 million made to PHB. Hopefully everything will work out and Huber Brewing can continue as is.

On another note, assuming that Huber Brewing survives, the Classic Beer series has been reduced to 72 cans (12 sets). That's down from the original total of 462 cans (72 sets). However, if the series is successful, another may follow it.

Dear Editor:

Here's an easy way to open your rimless aluminum and seamless steel cans from the bottom. All you need is a 19 oz. Chunky soup can, with the top removed and a church key.

1. Place the can upside down in the soup can.
2. Hook the church key on the rim of the soup can and lift. Do the same for the other side.
3. Now you have the finished product a clean cut opening and no dimples from the opener.

I hope this will be a helpful hint to those who struggle to open aluminum cans.

Collectively,
Joe Newell #17468

RUST means TRUST

BOARD MEETING HIGHLIGHTS

Highlights of the December, 1978 board meeting:

1. One new chapter was approved - the AZTEC Chapter, San Diego, Ca. Ron Thomas #8759 is president and correspondent.

2. Lonnie Smith reported that the Nov.-Dec. Newsreport was delayed because of family illness.

3. The Fair Warning list in the want ad will indicate any offender with more than one complaint. This will be shown by the number of complaints behind the name.

4. The supplies chairman reported that we have the following stock:
   3407 1978 Commemorative cans on hand
   1768 Beer Can Encyclopedias
   667 Beer Can Books.

5. Our financial records have been audited for the 77-78 fiscal year. The report indicated that there was a great improvement in expense record keeping over last year.

6. As of December we had 808 new members (since Canvention), 2359 early renewals and the last number issued was 19,209.

7. Belt buckles are now available for $3.50 each, which includes postage and handling.

8. A major item of business was the 1979 roster. Because of the concern of the reliability of one of the bidders, the issue was not resolved until the special meeting in Jan. (see below).

Highlights of a special board meeting, Jan. 6, 1979.

1. A new record for length of meeting was set. This meeting began at 1:40 PM and did not end until 8:30 PM. It was also one of the rare meetings at which *every* board member was in attendance. Perhaps this is the first such meeting?

2. Norm Cook #8884 (Metairie, La.) was appointed to fulfill the term of board member Al Milnar #818 (Gretna, La.). Al resigned for reason of health.

3. The general issue of the special meeting was two-fold: Newsreport and Roster. The meeting was necessitated when Lonnie Smith announced in early December that the Jan.-Feb. issue would be his last.

4. After long, long discussion it was decided that we could no longer attract a qualified editor to put in the long hours necessary without pay. Thus a motion was passed to pay the Newsreport Editor $500 per issue ($3000 a year for the six issues.)

5. A motion was then passed to offer the editorship back to Lonnie Smith. Lonnie accepted that he would edit the Newsreport for the time being, but stipulated that he could not guarantee how long he could continue, and expected that the Nov.-Dec. issue of 1979 would be the last issue he would do.

6. Discussion returned to the Roster. After another extended discussion two motions passed:
   a. Economy moves led the board to agree to
      1- combine the alphabetical and numerical listings into one.
      2- Eliminate for this edition of the Roster, the Chapter lists, the pages on etiquette, restoration and grading. (These matters are covered in a special issue of the Newsreport sent to all new members.)
      3- Drop, for this issue at least, the American composite, including lists of big cans, paper labels and bi-centennial cans. The board has been working with the problem of the composite list of US cans. It seems rather unusable and often even incorrect in its present state, but neither agreement on what to do, nor volunteers to do whatever is to be done seems forthcoming.
   b. The board accepted the bid of The Pressworks (Denver, Colo. - Lonnie Smith's company.) This was done even though this was not the lowest bid. The board felt that Lonnie's work and suggestion for new modes of printing the Roster could cut some costs, plus give us the quality which we seek in the Roster.

7. The Newsreport and Roster both seemed to have been resolved in a manner which would provide us with a quality product. However, because of increasing financial difficulties of the club, a motion was passed which we have the board seek several exploratory bids on doing the printing of the two publications. We hope to get data to allow us to decide if we can actually afford the quality work we have, or if we may have to take a step downward to save money.

An exhausted, hoarse group retired to more relaxing activities after this marathon meeting. Bill and Kathy Henderson hosted these activities.

Submitted by Bob Corbett #3235 from Herb Schwarz's #1922 minutes of the meetings.

HIGHLIGHTS OF THE JANUARY BOARD MEETING

1. The renewals for 1979 are running ahead of the renewals for this time last year, however, the number of new members is significantly behind the comparable period last year. More exact figures will be given after the second renewal notices go out.

2. All BCCA publications will carry a statement from our by-laws specifying what can and cannot be done with these publications. This is to cut down on any so-called "misunderstandings" of legitimate use.

3. Back copies of News Reports will soon be offered at a reduced rate when purchased in bulk. Prices and offers will be published as soon as final arrangements have been made.

4. There are only 2705 1978 commemorative cans left.

5. At the present time we are without a chairman for the U.S. composite list. A chairman will be sought via the News Report.

6. The BCCA will once again be represented at the German Alps Festival (northeast area). In fact, we may well be a featured part of this festival.

7. Meetings of the BCCA board are generally open to all interested members. Occasionally these meetings are held in private homes. To date no one has even been refused attendance at these meetings. Bill Henderson pointed out to the visiting members that they were welcome, were invited to participate in the discussion. The only parts of the meeting from which they would be excluded, were when the board had to take a vote. Of course, only board members are eligible to vote.

8. The board encouraged the librarian to seek to add further volumes to the BCCA library.

9. The meeting ended only 4 hours after start. This was about ½ the last meeting, so most were quite pleased at this short meeting!

Submitted by Bob Corbett #3235 from minutes supplied by Herb Schwarz #1922

LIBRARIAN'S REPORT

Bob Corbett #3235

The BCCA library is growing. At the last board meeting (Jan. 1979) the board supported my own desire to work hard to expand our library to make it an important repository of beer can and brewery publications. The greatest thanks to date has to go to all of you who have donated materials. Since the two or three appeals in the News Reports of the past, the library has received books from:
Gerry Leeker (office manager of BCCA)
David Peterson #8386
Robert Venners #8842 (Dave and Bob are authors of *The Beer Cans of Michigan)*
Chuck Peplinski #11974
Rod MacDonald #15509
Lyle Wegner #110
Mike Miller #5052
Ron Hayes #4746
Sandord Gorney #7514
Author, Donald Bull donated his book *Beer Can Advertising Openers*
Doug Burns of Plainsville, Ohio
Richard Johnson #9492
Charles Bacon #8941
Jerry Bocian #8768
Henry Herbst #70
Bill Henderson #73

A huge thanks to all of you who have taken the time and concern to send books to the library (I hope I haven't missed anyone.)

But now the appeal must go out again. We need help. My budget is very low, and there are many books to add. We need all beer can and brewery publications. Particularly we need the beer can picture books. If you have books just sitting around going unused, think about the BCCA library. Please write me and let me know what you can donate. Thanks.

Bob Corbett #3235 414 Summit Ave. St. Louis, Mo. 63119

SENDING CANS OVERSEAS *by Steven F. Scharff #15377*

For the new collector who has an affinity for cans tht are from foreign countries, the thrill of trading with a foreign member is a thrill that is never really equaled. However, whether it be waiting for a response from an ad in the "Foreign" section, or from a letter and/or list sent to a foreign member, and the time it takes for the packages to arrive, the patience one needs is appalling.

When a trade is made and cans are sent, the cans (fragile as they are, and despite excessive padding) run the risk of being destroyed without even leaving the package. So, for those who are planning trades through the mail, here are some tips on sending those parcels.

Padding should not be limited to crumpled paper and styrofoam scraps. I have used scraps of foam rubber and wrung-out-and-frazzled sponges, which absorb shocks and dents, and the cans have arrived undamaged.

On the outside of the box, the words "FRAGILE" or "DO NOT CRUSH" might not be effective or even understood in an Eurasian country. So, you should use (along with the word "FRAGILE") the sign for fragile items which is approved by the International Standards Organization.

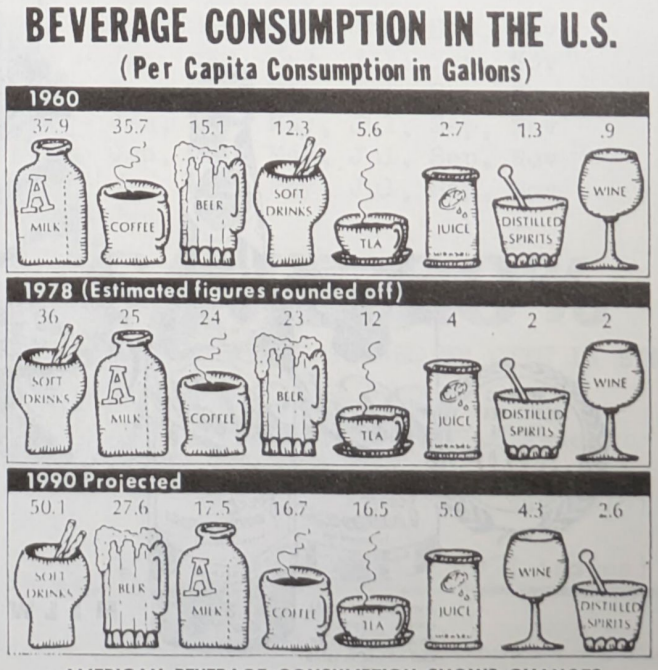
This should be displayed on all sides of the package. Of course, this is no assurance that the package will arrive undamaged.

The words "BEER CANS" are unnecessary because the postage tag (which is filled out at the post office) will suffice. To prevent Customs searching (because they may think the cans are full, which is illegal) the postage tag should read "empty beer cans".

Then, of course, there is postage. Surface mail (by boat) is slow, but (compared to Air Mail costs) is cheap. Air mail is quick (2-6 wks. delivery) but it is only to be used if the cans have to get there in a hurry, because the cost is about as high as the Mail planes fly.

If all goes well, and if the other trader sends his/her cans correctly, both of you will be owners of foreign cans that will hold a special meaning to both of you.

Best wishes on your trades, and may all your beer be full bodied and frothy, and all your cans glisten.



AMERICAN BEVERAGE CONSUMPTION SHOWS CHANGES
Milk and coffee have lost their prominence in per capita drinking habits.

"I'm from Milwaukee, I ought to know...

Blatz

IS MILWAUKEE'S FINEST BEER!"

says Pamela Britton

co-starring in "Watch the Birdie," an MGM Production

● "I'm a native Milwaukeean," says lovely Pamela Britton, "and I know that America's best beers are brewed right in my home town! And, of all Milwaukee beers, none equals Blatz. It's *my* favorite, and Milwaukee's favorite... because Blatz is Milwaukee's *finest* beer!"

Yes—*official figures* show that Blatz is the *largest-selling beer in Milwaukee and all Wisconsin,* too!

Today, try a bottle of Blatz!

BUY BLATZ FOR QUALITY!

Available in cans, quarts, "regular," new "Club" size, and non-returnable bottles.

MILWAUKEE'S FIRST BOTTLED BEER

©1951, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

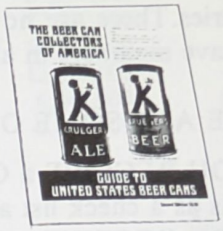
SUPPLY CORNER

Beer Can Collectors of America ®

BCCA IRON-ON. Make your own T-Shirt on your favorite fabric & color with the BCCA official iron-on. Design comes in black & red, 10" x 10", for $1.00 each, postpaid.

$4.00

The Beer Book written by our own members about our hobby.



$6.00

BCCA Guide to U.S. Beer Cans. Over 2700 different cans individually photographed.

BUY BOTH BOOKS FOR $9.00 and SAVE $1.00

BCCA BELT BUCKLE. Dark brown lettering on vinyl-look leather. 3" wide by 2" deep. $3.50 each, postpaid.

CANVENTION VIII
COMMEMORATIVE CAN

The official can available only to those members who did not receive one at the national canvention. (Limit 1 per member) $3.00

CLIP AND ORDER

All prices include postage & handling.

Mail your check (no cash) to:
BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026
Checks should be made out to BEER CAN COLLECTORS OF AMERICA. Allow four weeks for delivery.

ITEM	QTY.
BCCA Belt Buckle, $3.50 ea.	_____
Iron-On, $1.00 ea.	_____
Guide to U.S. Beer Cans, $6 ea.	_____
The Beer Book, $4 ea.	_____
Guide to U.S. Beer Cans & The Beer Book, $9 for both	_____
Canvention VIII Can, $3 ea. (Limit 1 per member)	_____
News Report 3-ring binders, 2 for $5	_____
Window Decals, 3 for $1	_____
Embroidered Emblems, $1 ea.	_____

BACK ISSUES OF NEWS REPORT. All back issues are available to members. 1971, 1972 & 1973 issues are 50¢ each. 1974 to present are $1 ea.

CIRCLE ISSUES WANTED

1971 - Mar, Jun, Sep, Dec
1972 - Mar, Jun, Sep, Dec
1973 - Jan, Mar, May, Jul, Sep, Nov
1974 - Jan, Mar, May, Jul, Sep, Nov
1975 - Jan, Mar, May, Jul, Sep, Nov
1976 - Jan, Mar, May, Jul, Sep, Nov
1977 - Jan, Mar, May, Jul, Sep, Nov
1978 - Jan, Mar, May, Jul, Sep, Nov
1979 - Jan

SAVE 20%

ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

_____ VOLUME #1 - $10.00
(1971, 1972, 1973 & 1974 issues)
_____ VOLUME #3 - $10.00
(1975 issues & Jan, Mar, May 1976)
_____ VOLUME #3 - $10.00
(Jul, Sep, Nov 1976 & 1977 issues)

NAME _____ BCCA # _____

STREET _____

CITY _____ STATE _____ ZIP _____ AMT. ENCLOSED $ _____

Beer Can Collectors of America®

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 12,000 members in fifty states and in seventeen foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA Windshield Decal, the BCCA embroidered Emblem and a BCCA iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a Monthly Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.

Herb Schwarz
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A.#

FOR OFFICE USE

NAME (LAST, FIRST, MIDDLE INITIAL)

NAME OF SPOUSE

STREET ADDRESS

USA OR CANADIAN CITY | STATE | ZIP | C

CANADIAN PROVINCE

FOREIGN CITY, COUNTRY | F

(TN) A/C TELEPHONE NUMBER

(OC) OCCUPATION

(BD) YEAR OF BIRTH

(CT) NO. OF CANS IN COLLECTION

(CC) FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for $17.00 ($22.00 for foreign members) to cover initiation fee of $5.00 and annual member dues for the year 1979 in the Beer Can Collectors of America of $12.00 ($17.00 foreign members). $3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. **Members who join after October 1st** will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026

Readers write

Dear Editor:

I've heard some criticism lately over the small breweries, like Schells, Huber and Yuengling coming out with all the new "specialty" cans. Some of our members are complaining about the multiple new issues. I disagree with them. We can collectors know better than most people about the demise of the small breweries. I think those breweries that are really struggling against the Big 3 should receive all the support we can muster. Their new cans are probably what is keeping them in business.

I'm an advanced collector. With a large collection and living in a remote area, I seldom receive the opportunity to add new cans to my collection. Each month I look forward to receiving the new issues. Like many new collectors I get excited to add completely new cans to my collection. It's true that some of the new cans have not shown much imagination (Bobs), but others certainly have (Schells Hunter). As a club we should encourage the brewing companies to continue to give us the aesthetically pleasing new issues.

Let's stop kicking the can, get off our cans and support the small breweries.

Steve 'Bubs' Lozar #2858

The above letter is the last pro or con letter I will publish in the News Report about limited edition or special cans. Both sides have been heard several times.

Lonnie Smith #99, Editor

BEER IS IMPORTANT TOO

I've seen many articles written about how beer cans are made but not many on how beer is made. Beer is important too because if there wasn't any beer there wouldn't be any beer cans and if there weren't any beer cans there wouldn't be an B.C.C.A. so beer is important.

1. The brewing starts by grinding malt.
2. After it's ground it's crushed, a perfect amount of water and the exact temperature is added so the malt will dissolve.
3. The dissolved product is then put into a large kettle.
4. In the kettle the malt is heated with hops. After it is cooled the hops are separated from the liquid-like malt. In the heating process grains are added for more flavor.
5. Later after the liquid has cooled yeast is added and the process of fermentation begins. At this time the liquid is kept in a sterile room to keep out germs.
6. After the fermentation process usually about a week or two, it is taken from the room, and the aging process starts. It usually takes nine weeks, but sometimes longer.
7. Next and last it is taken and put into cans and bottles.

Jerry Natishan #18915

1978 Beer Shipments Reported by Breweries

	1978 31-gal. barrels	1977 31-gal. barrels	Percentage Change
Anheuser-Busch, Inc.	41,609,891	36,640,157	13.6
Miller Brewing Co.	31,300,000	24,200,000	29
Jos. Schlitz Brewing Co.	19,600,000	22,100,000	11.3
Pabst Brewing Co.	N.A.	16,300,000	—
Adolph Coors Co.	12,600,000*	12,824,000	-2
G. Heileman Brewing Co.	7,112,000	6,245,000	13.9
Olympia Brewing Co.	6,662,000	6,831,000	-2.5

*Company estimate

Miller Brewing.
Recently heard that Miller may build its eighth brewery about five miles from Hamilton, Ohio.

If you have not heard, Huber Brewing has been having some legal difficulties pertaining to the former Peter Hand Brewing Co. This has caused delays issuing the second historical set of cans. As we go to press the latest we hear is the cans were to be available about March 1.

Reprinted from the Pittsburgh Press

Pittsburgh Brewing Problems Continue

After reporting a $1.3 million loss in fiscal 1978 by Pittsburgh Brewing Co., the firm's president, William F. Smith Jr., said the year ahead is crucial to the survival of the city's remaining brewery.

"The company has sustained substantial operating losses during 1978 and continuation as a going concern is dependent upon future profitable operations or obtaining additional financing."

The Lawrenceville company, brewer of Iron City Beer and other brands, hasn't earned an annual profit since 1971. Financial results for the 12 months ending Oct. 31 showed a loss of $1,341,720, equal to $1.22 per common share, on a 14 percent sales drop to $20.9 million.

The previous year Pittsburgh Brewing lost $717,166, or 66 cents, on sales of $24.4 million.

Smith, the brewery's third president in little more than a year, said, "I'm optimistic about our survival." He said he was encouraged by a stronger performance in November, December and January.

Also encouraging is the success of Iron City Light which was introduced last summer, he said. But Smith conceded Sierra, a "super premium" brand brought out about a year ago, has failed to "achieve the sales volume we wanted." However, it is not being abandoned, he added.

The payroll has been reduced to approximately 400 from 500, he said. And the delivery system has been made more productive by eliminating helpers from trucks, he added.

Also, the company's debt has been cut nearly in half to $581,000 from $1,062,000, Smith pointed out.

Last year the brewery's production slipped to 617,500 barrels, well under its 1.2 million-barrel capacity. Smith contends the operation would break even at 650,000 barrels.

He described the firm's cash flow as "proper." A 10-cent boost, effective Monday, on the $4 per case average wholesale price will help, he added. The $4 price includes the private brands the firm brews for supermarkets and others. The average price for Iron City in Allegheny County is between $5 and $5.25 a case, officials said.

"We can survive," he declared. "We have as good a shot at survival as anyone."

BRAND CHANGES
BRAND CHANGES

by Jim McCoy #136

Photography by Lew Cady and Tyler Hall.

Well, it appears that the breweries finally took a breather as things have been fairly quiet in recent weeks on the new can front. This is the shortest column since I took over several years ago—partly due to the fact that the January column was put together later than usual, so I had an opportunity to include cans in the last issue that might otherwise have appeared in this issue's column. Perhaps the biggest disappointment is the absence of any new bock cans other than for the one included in this column—Stag Genuine Bock Beer. Don't know whether or not we'll see others, but it looks doubtful at this writing.

CORRECTION: Norm Rendl (7209) spotted my assigning the same can number—HBR 29—to Wau-Na-Beer and the first Huber Classic can depicting the Engel-Wolf Brewery. Please change the Wau-Na-Beer index number to HBR 35.

A mighty big thanks to the following for the cans and information appearing in this month's column: Scott Harrelson (14159), Bill Alsup (14160), Walt Wimer, Jr. (13267), Gordy Durocher (13307), Charlie Craibe (7082), Herb (1922 & Gerry (11922) Schwarz, Tony Weigel (16871), Oscar Mehl (2573), Roger Weddle (9366), Clint Leonhardt (1653), Augie Artwohl (9771), Lew Cady (98), Al Kilburn (16207), Bill Wigant (8773), Ron Werner (9823), Chuck Nekvasil (525), Jim Peterson (15476), and Jack Everett (13768). Premium Mugrage (791), John Nutting (10830), Jack Kerr (10964)

1. BURGER BEER (Hudepohl) is now out in a crimped steel can with slight color changes. The contents information includes 355 ML and the silver crosses or stars have been dropped from the can. (HUD 12)

   COUNTRY CLUB MALT LIQUOR (Pearl) is reported to be out in a squat 8 ounce steel can.

2. COORS LIGHT BEER (Adolph Coors) is now being marketed with an alcohol content not exceeding 3.2%. Consequently, the calories have been decreased to 105 and the carbohydrates cut to 5.0 grams. These changes are indicated on the can. (COR 14)

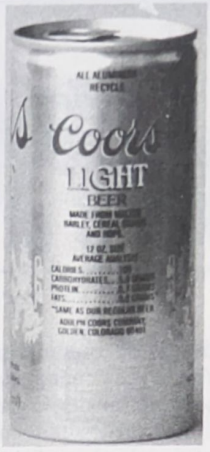
3. COORS (Adolph Coors) has developed a special can that is only awarded to distributors who excell in their aluminum recycling operations. This particular can, printed in beautiful full-color on a white background, depicts the brewery in 1884 on one side and a photograph of the modern brewery in 1978 on the other side. This can was made from continuous cast Coors Unialloy sheet and recycled aluminum—a process developed by Coors Container Company and the Alusuisse Aluminum Co. Inasmuch as this can is specifically designed for award purposes only, it is NOT available to collectors. (COR 15)

4. CZHILISPIEL BEER (Spoetzel) is a limited run private label can produced for the Flatonia (Texas) Czhilispiel held October 27-29, 1978. The can touts the fact that Flatonia is "The Town that made Beer Famous." (SPZ 5)

5. DUROCHER'S KAN KAVE BEER (August Schell), mentioned last issue, shown this issue. (SL52)

   FALSTAFF FINE LAGER BEER (Pearl) is reported to be on the market by this brewery in a drawn steel can.

1 (HUD 12)



2 (COR 14)

3 (COR 15—Front)

3 (COR 15—Back)

4 (SPZ 5)

5 (SL 52)

6 (JON 5)

7 (OLY 15)

8 (FP 5)

9 (OLY 14)

10 (YU 15)

11 (YU 16)

6. FORT PITT SPECIAL BEER (Jones), mentioned last issue, shown this issue. (JON 5)

7. HAMM'S BEER (Olympia) has made a number of wording alterations on their aluminum can. The word BEER has been dropped; the slogan below the brand name appears on three lines rather than two; the contents information appears on four lines rather than two; and 355 ml has been added to the contents. Also, this is a three panel can rather than two. (OLY 15)

   NATIONAL BOHEMIAN BOCK (Carling National) is reported to be on the market in a black and white can.

8. OLD SHAY GOLDEN CREAM ALE (Fort Pitt) is now on the market with a can design reminescent of the '40s. (FP 5)

9. OLYMPIA BEER (Olympia) has made some alterations to their can. The words "Export Type" replace "Pale Export TYPE"; the word TUMWATER has been deleted; the phrase at the bottom of the can has been reworded; the contents information is altered; and the solid gold areas have given way to narrow horizontal gold stripes. (OLY 14)

   PIELS LIGHT (Piels) has dropped Baltimore as a brewery location and added the UPC marking and 355 ML to the contents information.

   POCONO MOUNTAIN PREMIUM BEER (D. G. Yuengling & Son) is now on the market with a colorful four can set. Each can depicts a different season set in the Pennsylvania Pocono Mountains. Rumors indicate there may be more cans added to the set at a later time.

   10. Spring—fish jumping from lake. (YU 15)
   11. Summer—sailboat on a lake. (YU 16)
   12. Fall—Pheasant in cornfield. (YU 17)
   13. Winter—two skiers. (YU 18)

   RED CAP ALE (Carling National) might not be brewed any longer in the U.S. according to a recent rumor. Supposedly, this brand will be imported from Canada for U.S. consumption.

14. RHEINLANDER BEER (Rainier) is now out by this brewery. The wording, "A PRODUCT OF USA", has been added under the illustration of the castle. (RNR 24)

15. ROLLING ROCK PREMIUM BEER (Latrobe) is now out in a squat 8 ounce aluminum can. (LTB 9)

16. SAINT PAUL WINTER CARNIVAL BEER (August Schell) was made for the Saint Paul Winter Carnival Association to commemorate the 1979 Carnival held January 26 to February 4. (SL 53)

   SCHLITZ BEER (Jos. Schlitz) is reported to be available in a squat 8 ounce steel can.

   SCHLITZ LIGHT BEER (Jos. Schlitz) is reportedly being marketed in a squat 8 ounce steel can.

   SCHLITZ MALT LIQUOR (Jos. Schlitz) is supposed to be out in a squat 8 ounce can.

   SCHAEFER BEER (F&M Schaefer) has added the U.P.C. to their 12 ounce can.

17. STAG GENUINE BOCK BEER (Carling National) is now on the market in an extruded steel can carrying the U.P.C. designation. (CRN 20)

   TRAER CZECH FEST BEER (Cold Spring) is reportedly in the development stages to commemorate the Fifth Annual Traer Czech Folk Fest in Traer, Iowa. The committee will be ordering 60,000 cans of beer plus 50 cases of air-filled cans. The Fest will be celebrated in mid-July.

18. VAN LAUTER BAVARIAN LAGER BEER (Carling National) is now on the market by this brewery. Slight changes have been made in the can's design. (CRN 21)

   WALTER'S LIGHT BEER (Walter) is reported to be under consideration at this time.

12 (YU 17)

13 (YU 18)

14 (RNR 24)

15 (LTB 9)

16 (SL 53)

17 (CRN 20)

18 (CRN 21)

DID YOU KNOW?

by Paul Holsinger #6041

All of central Illinois is innundated by snow, snow, and more snow. My driveway looks more like a tunnel and every weather report has become a crisis—"Oh Lord, not more!" People tell me that so much snow and absolutely rotten weather dulls the senses and makes it impossible for one to think clearly or precisely. Perhaps that is the reason that only eight of you were able to send new "Do You Know" variations during the last several months—all the rest of you live in central Illinois and have become too dull-witted to get even to your shelves of cans let alone the United States Post Office. Nature suggests, however, that the sun *has* to shine sometime, warm temperatures *must* come, and you-all *will* be writing, I hope. Twelve people in four and one-half months won't win any records. Thanks to those of you who did take the trouble to write we do have some very solid items.

ATLANTIC ALE (Bible 113)
The first can from Heileman comes in two shades of gold. #1 is a

BLATZ (HMN 26; Bible 266)
This first can from Heileman comes in two shades of gold. # is a very bright yellow gold; #2 is duller. John Wright, #15099.

HANLEY (FA 48)
The new Falstaff-produced can comes in two colors. There is one basically white manufactured by American can while #2 is a Continental Can Company can in yellow-cream. John Wright, #15099.

LUCKY DRAFT (LK 12; Bible 1680)
The words "Lucky Brewing Inc.-San Francisco Calif." along the seam of one version of this can are printed in black; a second can is in gold. George Arnold, #2217.

PABST BLUE RIBBON (PBT 18; Bible 2164)
The "No Opener Needed" can has two varieties which I had never noticed before. Can #1, pictured in the *Guide,* has "12 fl. ozs." in top corner of can next to the ribbon; #2, in the *Bible*, does *not* have the contents noted. John Wright, #15099.

PABST BLUE RIBBON BOCK (PBT 11)
The contents on the steel can, as pictured, are in blue in the upper right hand corner of the label; those on the newer aluminum can are in *red* and have been moved to right of the registration mark, now also in red, to the right of the blue ribbon. *#6041.*

TUBORG (CAR 14; Bible 2858)
Another small, but interesting difference. Can #1, pictured in the *Guide* has the words "Brewed by Carling Brewing Co. Baltimore, Md." at the very bottom of the can; #2, in the *Bible*, omits this material. John Wright, #15099.

I also had some thoughtful correspondence from Jack Bowers, #18014; Bruce Kibby, #7147; Carl McDaniel, #9756; C.M. Moore, #17146; and Bill Petkus, #18810. Thanks.

A brief note about this column for the many of you who everyday are signing up with the BCCA and, perhaps, have little idea what it's all about. "Did You Know" was conceived to focus exclusively on *minor* variations in apparently the same can model. Many members won't collect cans unless they are totally different, visable from 4 to 8 or even 10 feet away, but there are also lots of you who want as many cans as you can get and who revel in every difference, no matter how small. For you, this column is dedicated.

Paul Holsinger, #6041
22 LaTeer Drive
Normal, Illinois 61761

At the risk of losing all credibility with a large number of you out there in beer can collecting land, I want to add some very personal thoughts about collecting and the rash of new limited version cans now literally descending on us all. Many of you will, I'm sure not only disagree but probably disagree violently, but I would welcome your views. Indeed, I would be glad to run a very unscientific poll if you drop me a line.

We have all heard through the past several years, and no more so than in 1978, the argument that if we don't buy the small brewers' multitude of cans we'll all have to collect only Budweisers or Schlitzes. Now I fully realize that you can (and should) collect whatever you want and if 7 (or is it now 70) different colored Andy cans thrill you, go to it. But personally I would rather see *all* the little breweries fail if the only thing holding them up is the artwork (?) of the commercial ad-men who work for the can companies of America. Shouldn't we be supporting the small brewery only because it makes good beer and is worth our interest? It is easy to say that because the large brewers have so much more advertising capital the small fellow has no chance today except to produce these stupid cans. If we're honest with ourselves we all know that's not really true. Budweiser isn't #1 only because it has money to advertise; it's #1 because it's good beer.

Don't get me wrong! It hurts to see some of the small breweries go under. I miss Reading beer and Peter Hand's Old Chicago Dark already. But there are millions of beer cans literally laying around for the persons willing to find them. I gave up stamp collecting some years ago because I grew weary of worrying whether I had the new stamp commemorating the 75th anniversay of Missouri's cows or some other silly thing. I have just as little interest—really a lot less since Missouri has some nice cows—in such "junk" as Bonzo's beer, or Beans and Bacon Day beer, or Polish Counts and Countesses. I think we all should be. Maybe then we would all get back to the real hobby of collecting honest-to-goodness beer cans, past and present, and not instant rip-offs which do little to help the brewer but one whale of a lot for the can company.

More on this later—if I'm not stoned (or is it beer-canned?) to death first.

TV & Movie beers...Burt Reynolds guzzles 102 and Miller in "Hustle", Walter Matthau in the Bad News Bears swills Bud, Coors, Miller, Lucky, Schlitz & Pabst. and on the TV show Vegas some pholks were spyed drinking Cascade, from Australia. This information courtesy of Joe Newell #17468, Marc Bona, #17719 and Eric Jannsen #17340, [redacted]. Respectively.

Please note that this months works do not contain a single item from any of the following people...Dick Rausche, Dan

Reitz, or Bob Gustafson. Maybe thats why it is readable for a change...

Why doesn't somenne keep tract of all the new cans that come out this year? I would guess that there will be at least 200 major changes, color changes or new brands.

↑ LEW CADY'S COLLECTION OF FLATS (MINT), AND HIS HOME FOR NOT TO FUSSY LUMBER EATING MAMMALS

My question is: How could they tell the Marc Plaza had been the victum of vandalism? It looked no different Sunday than it did Wed.??? B.B.B.

← QUOTE

Philip Stayman #16085 is the winner of a gallon cone top, courtesy of Bill Henderson, for correctly identifying the only Civil War General named after a beer...Sheridan. General Sheridan later held several different posts in the Northern Wyoming-Southern Montana area during the Indian Wars.

Go West Young Man (Catchy Title)

In August John Mcguire and I,while at a chapter picnic, were wondering what to do and after 2 or 3 minutes careful deliberation decided to drive to Wyoming and Montana to dump.

So over my wife's dead body we left on a 3000 mile round trip to collect rust.

Being provided with plenty of gall and using the roster as a motel guide we met some wonderful collectors (and Jeff Berg too). Thanks to the Bergs and the Machaceks for their hospitality. (By the way all I said to Jeff Berg was that his Goebel collection needed help- I say this because I have a feeling he might exaggerate for effect.)

As to the results of our trip. Do you remember the dream of every high school boy? The friendly girl who lived above her father's liquor store? No. Well the dump was at least 20 miles from civilizationexcept for Snuff's Place a bar and restaurent. After dumping for 7 hours in the sun (there are no trees in N.E. Wyoming or S.E. Montana-not one) and three hours emptying cans for future collectors, we began to worry about where we were going to sleep.

James Young, the bartender found us a place to sleep complete with horses, a howling coyote, and a magnificent view of the mountains. A bar, food, and a place to sleep in the middle of nowhere-what else could one ask for.

We arrived home with over 1000 flats and now my wife thinks I live in the basement near the sink.

David A. Peterson 8386

Dear Jeff,

Each year for the past three John and I have made up a can Christmas tree and sent pictures to various collecting friends. This year we think we have our best yet and as an after thought (unfortunately) we would like to share it with you and the B.C.C.A.

Your column has always been John's favorite and that is why we elected to send it to you.

Sincerely,

John & Rich Senger

↓

FATALITIES OF 1978

FROM THE OLDE FROTHINGSLOSH CHAPTER

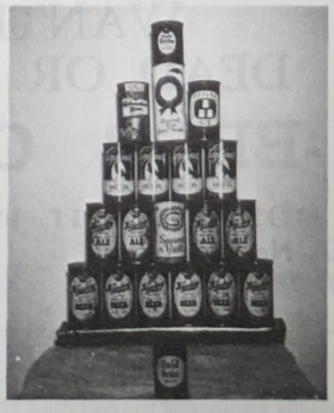
Naturally, there were casualities, but not among the giants. Nine small breweries failed (ten if you count Rheingold in late 1977). The fatalities were:

Erie Brewing-bought by Schmidts
Falls City-bought by Heileman
Falstaff (St. Louis)-closed
Horlacher-closed
Peter Hand-closed
Pearl-bought by General
Regal-closed
Schaefer (Baltimore)-closed
General (San Fran.)-closed

Commeratives suggested by Joe McFarland, #12198..the Betty Ford face-left set (before, during, after) the Zurgucci, Iowa Octopus by products festival can, Sibly County Wis., Liverwurst Days; Profile of the 1978 Pope's set.

Remember that if I spell your name wrong in this stupid thing, that I really don't care so don't bother to write and correct me. Also if you r name has a Q in it, don't write, because my typewriter no longer has one.

CANVERSATIONS WITH THE BERGMEISTER 799



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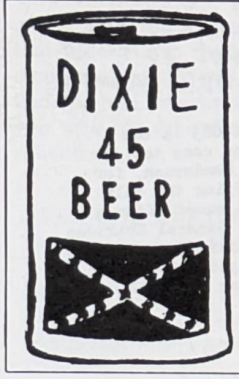

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